

CHEMIST & DRUGGIST

August 23 1980

a Benn publication

**Sangers take
four ranges
to start new
agencies
deal**

**PSNC move
postponed**

**US group
buy Radiol**

**Financial
control in the
pharmacy**

For sensitive skins...



something extra from Simple

To the superb sensitive skin care range come two newcomers - Simple Talc and Night Cream. Like all Simple products, they are created to the highest standard of purity.

New Elastoplast Heroes. Your customers are crying out for them.



Introducing Elastoplast 'Heroes'. A revolutionary new dressing strip that contains a series of printed medal designs specially for kids.

They're eyecatching, witty and they're going to be enormously successful. How do we know? Easy, we've already tested 'Heroes' in research and the response was overwhelming. The kids were hooked. "I'll wear 'em in the playground an' everyone will fink I'm brave," said one young lad.

The mums were just as enthusiastic. "With a kid like mine I'll be buying them by the box load" was how one lady put it.

'Heroes' will be supported by a heavy advertising campaign and sampling in children's comics and it won't be long before the youngsters will be pointing their mums towards the nearest stockist.

'Heroes' will be available as a ½ metre and a 15 cm strip. There will also be a 15 cm special introductory offer strip in

our 1 metre fabric pack, complete with a special merchandiser.

This new exciting idea is undoubtedly heading for a huge success. Stock up now, we wouldn't want you to do the crying as well.

Elastoplast HEROES



SMITH & NEPHEW LTD., WELWYN GARDEN CITY. TELEPHONE WELWYN GARDEN CITY 25151.

CHEMIST & DRUGGIST

Incorporating Retail Chemist

August 23 1980

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COMMENT

Doctor talk

"This is an opportune time for our professional representatives to patch up the differences with our chemist colleagues." That admirable sentiment, occasioned by the notional pricing issue, came from a doctor in a recent letter to the *British Medical Journal* (C&D August 2, p156)—but it seems impossible to put into practice.

Far from diminishing, the differences seem to be on the increase. There are the obvious bones of contention such as rural dispensing, where it has appeared to be possible, albeit not easy, to reach agreement among the professions' "politicians" but not always among those who have to put their agreements into effect.

Then there has been the recent niggling debate over doctors dispensing influenza vaccines, with "patient convenience" once again the excuse for a practice that can be most lucrative for the do-gooder doctor.

Now there is renewed acrimony over the almost historical suggestion that the retail pharmacist might carry out some routine health checks such as taking blood pressure (p258). The British Medical Association spokesman came up with the usual defence of the doctor's position—in effect that nothing remotely medical should be conceded to any other health professional not subject to the doctor's direction.

Similar arguments about "interpretation" of the results were expressed when some pharmacists began offering pregnancy diagnosis services a decade ago: today the woman is offered not only professional diagnostic services, but advertised do-it-yourself systems. In the event, have the serious consequences envisaged by the medical profession forced governments into legislation to clamp down on non-medical pregnancy

diagnosis? Or has the outcome been evidence that people other than doctors can take a responsible attitude to public health and well-being—and use knowledge wisely?

The medical Press can usually be relied upon to keep up the interprofessional word-game alive. Perhaps this is because there are so many "free" (actually funded by the pharmaceutical industry's advertising and hence by the taxpayer) weekly and monthly newspapers and magazines directed at the doctor that topics to write about are hard to find. The latest recruit is *Doctor* columnist Dr John Williamson, who was unable to resist the temptation to write, in this "silly season" on the subject of "Living without pharmacists". One quotation will suffice: "The only reason that Woolworth's shopgirls cannot do the pharmacist's job is because of legal and bureaucratic constraints."

In the latest issue of the paper, a pharmacist, Mr Peter Bebbington of Winchester, makes a restrained reply, concluding: "I think we can all live without this type of medical opinion." Not to be outdone, however, Dr Williamson adds fuel to the fire in an article alongside under the title "Elusive mistakes by some pharmacists", in which he displays apparent ignorance of the Drug Testing Scheme (understandably, perhaps, because the dispensing doctor is immune!). More seriously, he alleges wrong labelling and "more frequently" alteration by the pharmacist of the amount dispensed.

The one thing that all these attacks from the medical side have in common is a failure to understand the pharmacist's training and role in society today. Perhaps Mr Philip Paul, in directing the Society's public relations, could look nearer home for a campaign of immeasurable potential benefit to the whole of pharmacy. ■

Sangers set up 'agency' deals

In an exclusive deal, the recently formed Sangers Agencies are to provide a selling and merchandising service for four major manufacturers—and more are to follow.

The agencies are to sell to over 4,000 of the most important independent chemists—judged on turnover—and the head offices of multiple chemists, drug stores and department stores. Selected branches of Boots will also receive calls. "Later we may establish other agencies to sell through other channels," say Sangers.

The four manufacturers so far involved are Philips (electrical appliances), Rank Hovis McDougall (Energen range), Varta (batteries) and Mado (Tufty Tails). A further four manufacturers are to join the agencies in January—their lines will include fragrances, toiletries and foods.

The company says it will be concentrating on a limited number of "prestige lines", providing a "highly professional selling and merchandising service"—stating that the retailer will benefit by "attractive prices and offers", plus a saving in time spent on seeing representatives, and merchandising.

Sangers are keen to emphasise that the agencies are not an extension of their wholesaling operations, but a selling force for the manufacturers. By operating in this way the cost of the selling and back-up services are accounted for by the manufacturer and the agencies say that overall prices and special offers will be "extremely attractive".

The retailer will be offered a complete package. This will include stock rotation and dealing with returns, store personnel training, advice with display space and placement, and supply of POS material.

Delivery of goods is guaranteed within 10 days, but Sangers say five will be the normal lag between receipt of order and delivery. Invoice is with goods.

Mr Nick Hodges, managing director, who joined Sangers earlier this year from Johnson & Johnson, has assured *C&D* that the salesforce is recruited from "relevant industries" and its members have been carefully trained to understand the trade and the



Nick Hodges, Sangers Agencies md

marketplace. The salesforce consists of 18 representatives, three area managers and Stewart Chambers, ex-Max Factor, as director. This team will cover the whole of the UK with the exception of Northern Ireland which will be covered by Sangers existing associate company, Castlereagh Agencies Ltd.

The whole operation is to be computerised, using an IBM 34 computer, which will be managed by the director of operations, Mr Bob Chapman, who also joined from Johnson & Johnson.

Line concentration

Mr Hodges sees the essence of the agencies operation in its selection of manufacturers and lines. Fewer than 100 lines will be marketed from the first four manufacturing participants: "By concentrating on a limited number of top quality lines," he says, "we will ensure that all our manufacturing clients can be certain of maximum effort and attention and the chemists can count on outstanding service."

No "mass-racking" lines will be dealt with and only those products that have been advertised will be carried.

Retailers not in the scheme will still be able to obtain the goods marketed by the agencies, but from their usual wholesaler, who will continue to operate "normal" special offers and promotions on those products.

The sales force will be on the road from September 1, and the headquarters of the new operation is at Ramsbury House, High Street Hungerford, Berks RG17 0NF (telephone 04886 3586). ■

Fabergé to court independents?

Fabergé have announced plans to expand and restructure their sales and marketing operations in the UK. Three sales teams are to be established—a fine fragrance division dealing with Cavale, Partage perfumes and Cavale cosmetics; a fragrance division (Babe, Kiku, Xanadu, Macho and Brut Original) and a consumer products division (Brut 33, Organics hair care and Body Sprays).

The company claims that this reorganisation of individual sales forces will build up the fragrance division's distribution to cover 4,000 outlets, Fabergé's consumer products, they claim, are already established in 20,000 outlets of which 25 per cent are independent chemists.

According to Norman Waterman, president international, increased emphasis will be given to the independent chemist. "Independent chemists" he says, "are the cornerstone of our fragrance business and we don't want to neglect them. Over the next few weeks, we anticipate hiring about ten new sales representatives who will help to gear up distribution while providing a better service to the chemist." The restructuring includes the division of the country into four regions for each of the three sales teams. Each region will comprise a territorial manager and several sales representatives (numbers vary with the regions).

Mr Waterman also went on to say that Fabergé was planning a "comprehensive promotions parcel" for chemists including a window display competition, special offers and new counter units. "Our intention is to provide the chemist with value-for-money products with the right amount of support. We really want to rebuild our relationship in the coming months."

Fabergé are planning the launch of some new products in the near future although no details are yet available. ■

PSNC move to Aylesbury is postponed

The Pharmaceutical Services Negotiating Committee has postponed its move to Aylesbury. The move was scheduled for August 22 (*C&D* last week, p221) but has been held back due to a delay in the completion of building works. Pharmacist contractors will be informed immediately an alternative date is arranged. ■

Clothier date with Lincs contractors

The Health Service Ombudsman, Mr C. M. Clothier, is to be one of the main speakers at this year's conference of Lincolnshire chemist contractors.

He will be joined by Ellen Wood, secretary of the South Lincolnshire Community Health Council, in speaking on "Community and the NHS".

Other speakers will be Mr Michael Fallon, Parliamentary consultant to the Pharmaceutical Services Negotiating Committee, and Mr Nick Henderson, public relations consultant to the PSNC.

Writing to area contractors, ACC Committee secretary, Mr Graham Walker, says of Mr Clothier: "For someone of such national importance to travel to faraway Lincolnshire simply to speak at our conference is an honour shared by no other pharmaceutical organisation in the British Isles."

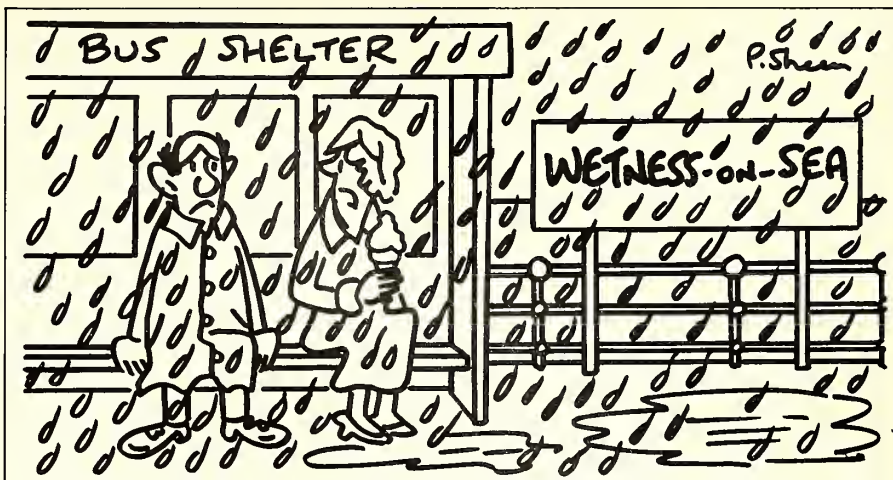
The conference will be held at the Golf Hotel, Woodhall Spa, on Sunday September 28. ■

Schering seek ban on Primodos film

Schering Chemicals are seeking a High Court ban on a television programme called "The Primodos Affair". The programme, produced by Thames Television, is due to be shown on September 16.

According to a spokesman from Thames, the programme relates what has happened from the use of Primodos over the past ten years. It is a statement of facts and makes no comment, he said. Schering are also seeking damages for alleged breach of confidence. They say information was supplied by Professor Michael Briggs, their former director of research and development, who appears in the programme.

Schering said they were unable to make any statement "in view of the pending court action". The court case was due to be heard on August 21, after *C&D* went to press. ■



"Stop moaning about the 'coughs and colds' sales you're missing back home."

Scots get more for oxygen and rota

The Pharmaceutical General Council (Scotland) has announced that increased rates have been agreed for oxygen therapy services, rota services, and allowances for uncollected prescription charges. A new grants scheme for employing pre-registration students has also been announced.

Monthly payments for rental of oxygen equipment have gone up to £0.82 per set and £0.19 per stand. Professional fees have increased to £12.48 for each set with two masks and cylinder stand, and £1.39 for each cylinder. Urgent fees are now £2.45 (£3.69 for home delivery) between closing time and midnight (9 am and midnight on Sundays and public holidays) and £4.93 (£7.38 home delivery) between midnight and opening time (9 am on Sundays and public holidays). The revised delivery allowances (per return journey) are shown in the table.

Distance each way	Delivery of set and cylinders or replacement set	Delivery of cylinders etc (see Drug Tariff section 5g)
0-5 miles	349p	170p
over 5-10	636p	442p
over 10-15	924p	731p
over 15-20	1211p	1018p
higher mileages	29p per mile (58p return mile)	26p per mile (52p return mile)

The increased rates are effective from May 1 and the Prescription Pricing Division will apply them to prescriptions dispensed in July. Back payment will be made for prescriptions dispensed in May and June.

Rota service payments go up to £10 per hour on Sundays, public holidays, and early closing days, and £4.30 per hour on remaining weekdays. This takes effect from August 1.

The allowances paid in respect of uncollected prescription charges have

been increased in line with the charges. Before July 15, 1979, when the prescription charge was 20p, the standard allowance was 0.037p and the additional allowance for rural list pharmacies was 0.176p. Between July 16, 1979, and March 31, 1980, the allowances will be calculated as 0.083p and 0.396p for the rural list. From April 1, the allowances are 0.129p and 0.616p. The latest increase was paid from June 1, and the Prescription Pricing Division will recalculate the allowance due to each contractor from July 16, 1979 to May 31, 1980.

The grant paid to contractors who provide pre-registration training is £1,265 for each trainee. This will be for the year commencing June 1. Contractors should claim the grant in two instalments—£633 at the end of the first six months training and £632 at the end of the second six months. ■

■ The Scottish Home and Health Department has sent out a memorandum giving the revised dispensing fees payable to Drug Tariff dispensing doctors from April 1, 1980. The new scale is:

Not more than 300 prescriptions per month £0.56 per prescription, 301-500 £0.56, 501-600 £0.55, 601-750 £0.52, 751-1,000 £0.52, 1,001-1,250 £0.46, 1,251-1,500 £0.41. When more than 1,500 prescriptions are submitted payment reduces by 1p per script. ■

Beecham 'goodwill'

A beauty queen who claimed to have suffered inflammation and distortion of her face after using Evidence has received a "goodwill" payment from Beecham towards her expenses.

The claim by Melanie Laurence, 23, last year's Barnet carnival queen, was investigated by Beecham and tests showed the reaction to be due to one ingredient. The company has made a "goodwill" payment, but Mrs Laurence has agreed that Beecham were in no way negligent in the formulation or manufacture of Evidence, according to a spokesman. ■

BMA concerned over 'chemists charter' proposals

The British Medical Association has expressed concern over proposals that pharmacists should be able to extend their professional activities. These proposed activities, which include taking blood pressure, home visits and diagnostic testing including pregnancy testing, were mentioned in the Pharmaceutical Services Negotiating Committee's "Chemist's charter" (C&D March 29, p542).

The proposals were brought into public attention by a recent report in the *Financial Times*. A spokesman for the BMA said that activities such as measuring blood pressure gave medical information and this should only be interpreted by a medically-qualified person. The BMA did not favour home visits either, as they felt there should be a continuation of care in these situations. The charter was sent to Local Pharmaceutical Committees for comments and these will be discussed at the PSNC's September meeting.

The *Financial Times* article also said that pharmacists feel the national drugs bill could be lessened if they were allowed to substitute generic medicines for branded drugs. The BMA spokesman said they were uneasy about this and felt that there must be some system of ensuring that the patient receives a specific brand, if it is required.

■ A letter in the latest *British Medical Journal* says that a scheme for issuing generic equivalents could easily be introduced by offering two places for the doctor to sign the NHS prescription. Signatures on the left would signify that

the proprietary drug was wanted while those on the right would permit the pharmacist to dispense the generic equivalent. The author goes on to say he is considering having all his FP10s stamped "The generic equivalent may be supplied" and would value guidance on the ethical and legal aspects of this. ■

Which home brew?

The Tom Caxton lager kit was picked as the best of home brew lagers in the August edition of *Handyman Which?* The report says the kit is quite cheap and easy to find, it tastes good and was one of the strongest tested.

Fifteen lager kits were tested by getting members of beer and winemaking circles to make them up following the manufacturers' instructions. All the kits were found to be easy to make and 14 brews were made of each. The lagers were sampled by a panel of home brew judges and a panel of drinkers.

The judges thought that only the Tom Caxton kit was like a true lager. Although many of the other kits were considered pleasant beers they were thought to lack the bitterness which characterises a lager and were more like pale or light ales. Kwoffit Export, Hofstar and Muntona were highly recommended as pale ales but Vina Can, Cumbria and John Bull tasted a bit like shandy.

The panel of drinkers also thought that Tom Caxton had the best flavour. They considered that most of the kits were acceptable as a lager, with the exception of Cordon Brew. Overall, the panel picked Kwoffit, Muntona, Tom Caxton and Unican as the best —Boots own brand, Cordon Brew and Geordie were liked least.

■ The same edition of *Which?* has a report on smoking and how to stop. The six anti-smoking products Apal, MD-4, Nicobrevin, Tabano, Tabmint

and Test Sixty are described and the report says that about one person in five who tries such products is still not smoking a year later. These aids are probably of most help psychologically during the first weeks of stopping, it concludes. ■

Fructose not useful in diabetic control

Using fructose as a carbohydrate source does not appear to help the control of diabetes, according to the latest *Drug and Therapeutics Bulletin*.

The Bulletin outlines the metabolism of fructose and says that the uptake by liver cells and phosphorylation to fructose 1-phosphate do not depend on insulin and it is not a potent stimulus for insulin release in non-diabetics. These properties suggested its use instead of starch as an energy source for diabetics, it says, but later stages in fructose metabolism do require insulin and result in production of glucose.

The clinical studies carried out on whether the use of fructose can improve diabetic control are briefly reviewed. Although early uncontrolled work suggested an improvement when mild non-insulin dependent diabetics took fructose, studies on insulin-dependent children and adults showed that long-term substitution of fructose for starch did not improve control, the Bulletin says. It is not known whether the use of fructose can reduce variations in insulin requirements.

On side effects, the Bulletin says that the evidence on whether fructose causes a greater rise in serum triglycerides than glucose is conflicting —if it does, the effect is small. It recommends avoiding the use of extra fructose in diabetics treated with a biguanide, because of the risk of a rise in serum lactate.

Although it is concluded that fructose as an energy source does not help to control diabetes, the Bulletin suggests that it might be useful as a sweetener for diabetics, provided its caloric contribution is appreciated. ■

Left: Mr Keith Midgley, MPS, Halifax, being presented with his prize by Mr Charles Wragg, director of Bleasdale Ltd after winning the regional round of the Numark/Beecham golf tournament. Right: Pictured at the Delamere Golf Club, Mr Richard Thomas, MPS, Llanrwst, being presented with his prize by a Beecham sales director



Diocalm and Setlers agree this summer...

SALES-NEVER BEEN BETTER!

Diarrhoea ruin our holiday? Not likely!



Tummy bugs, strange food or drink, different water... any one can cause holiday diarrhoea and ruin precious days in the sun.

But with Diocalm, that needn't happen. Diocalm not only soothes discomfort within minutes, it works so effectively that it can actually stop diarrhoea in a few hours.

Better be safe than sorry. Going on holiday, always pack Diocalm. It's the kind of remedy doctors recommend - for children and adults.

Only from chemists in the British Isles

Diocalm stops diarrhoea



One of Diocalm's powerful summer press ads.



A still from the Setlers' relief giving commercials.

Germolene Footspray & All Fresh

COOL PROFIT-MAKERS!

Summer isn't over yet, not a long way. Which means stomers still come in hot foot Germolene Footspray and All Fresh Clean-Up Squares. For sticky hands and faces

on picnics and freshening up on long holiday journeys All Fresh are just the job - ask any mum!

The Medicated One

And tired hot feet always welcome the push-button relief of Germolene Footspray. Remember, being the medicated one, it sells doubly well, since it treats Athlete's Foot too.

Extra opportunity

Keep shelves well stocked and, while extra opportunity offers, go for cool profits on these warm weather lines.

**STOP
PRESS**

Don't forget ENO, DINNEFORDS PE MIXTURE AND ALL FRESH HY BOTTOM WIPES are great sellers this time of the year. p stocks high.

THE OLD ADAGE "It pays to advertise" has certainly been proved correct by Beechams to the advantage of everyone.

The Diocalm demand

Take for instance the Diocalm nationwide summer poster campaign. From the start it has been a rip-roaring success. In fact it's the first time any 'over the counter' antidiarrhoeal brand has ever gone national on posters. In addition, the large space press push has also helped put Diocalm on the shopping list of holiday makers throughout the country. Demand has never been greater, as is the case for Setlers too.

Setlers in every home

The great TV spend this year has taken the Setlers' message into the homes of the great British public. People are indeed changing to Setlers with its pleasant flavour and extra relief giving properties. The handy 30 and 50 packs and the 100 tablet pack are top favourites with indigestion sufferers everywhere.

So, stock up now for the next BIG advertising push. These two successful Beechams brands are destined for even greater growth.

EARLY BIRDS CATCH EXTRA PROFITS

Look out for the Beecham Early Bird prices on their big winter brands... Night Nurse, Beechams Powders Hot Lemon and Day Nurse.

All three are top brands - top sellers. And there has never been a better time to buy. Don't leave it too late

so, put your orders in now. Remember, too, audits and experience show that good stocks and display at summer's end add an autumn bonus to winter business.

So be an early bird and catch some fat business worms.

The FYNNON SPA BATH special rose offer still available

Heroin seizures double and addict numbers continue to increase

The number of heroin seizures in 1979 was almost double that of any previous year. Statistics on the misuse of drugs in the UK in 1979, released in a Home Office bulletin last week, revealed that 600 heroin seizures were made. The figures for 1976 and 1978 (previously the highest) were 347 and 346.

The total quantity (45g) seized was also much higher than in previous years, apart from an unusually large amount in 1978. There were over 16,000 seizures of controlled drugs altogether, about 2,600 more than in 1978. As in previous years, nearly nine-tenths of the seizures involved some form of cannabis.

Controlled Drugs offences totalled 14,339, 5 per cent more than in 1978, and the highest number in any year since 1974. This increase was mainly due to a 3 per cent rise in the number of people found guilty of, or cautioned

for, unlawful possession offences involving burglary of drugs and forgery to obtain drugs decreased from 1978 to 1979.

The number of registered addicts increased by 17 per cent in 1979 and this was discussed in detail in a previous Home Office bulletin (*C&D*, April 19, p664). The gradual increase in the average age of registered addicts continued, with 52 per cent of all known addicts aged between 19 and 24 on December 31, 1979. The proportion of addicts being prescribed heroin, either alone or in combination with other drugs, fell and the proportion prescribed methadone alone rose, as did the proportion prescribed Diconal alone. *Home Office Statistical Bulletin 11/80, available free of charge from Home Office, Room 1617, Tolworth Tower, Surbiton, Surrey.* ■

Drug dictionary

A new, fully cumulative edition of "USAN and the USP Dictionary of Drug Names" is to be published this month. The 1981 edition lists more than 15,000 entries, exclusive of cross-references and the appendixes. All US Adopted Names from June 15, 1961, when the USAN programme began, to June 15, 1980, are included.

USAN are adopted by the United States Adopted Names Council, co-sponsored by the American Medical Association, the American Pharmaceutical Association, and the Pharmacopeial Convention and with participation by the US Food and Drug Administration.

The 1981 edition is expanded by the addition of chemical names and graphic

formulas for articles which were not previously included, and also by the addition of multiple Chemical Abstracts Service (CAS) registry numbers that are annotated to relate them to various forms of the compound, so as to facilitate a thorough literature search.

Orders (\$19.50) should be addressed to the USAN Division, USP Convention, Inc, 12601 Twinbrook Parkway, Rockville, Maryland 20852. ■

The annual tournament for the Barclay Trophy, run by the Leeds Chemists' Golf Society, was won this year by Mr D. Hay (third from left). Also pictured are Mr E. Dobson, (left), who came third and Mr M. Bligh who was second. Mr R. Key (right), depot manager of Barclays, presented the prizes



PEOPLE

Dr B. Jason Heywood, FRIC, has retired from May & Baker after nearly 34 years service. Dr Heywood was involved in two major agricultural discoveries. The first was ioxynil and bromoxynil, the "HBN" herbicides, and the other was the discovery of the asulam herbicide, Asulox, which is said to be the major grass weedkiller in sugar canefields throughout the world. Following these discoveries Dr Heywood became production manager and licensing manager. In 1976 he was appointed agrochemicals research and development manager. ■

Mr Gilbert Leach, MPS, has retired after managing the National Co-operative Chemists' branch in Upton-by-Chester (formerly a Co-operative Society pharmacy) for 30 years. At his presentation he was given a portable colour television from friends and customers.

Mr Leach attended the Liverpool School of Pharmacy and qualified in 1947. He managed shops in North Wales before settling in Upton-by-Chester. He and his wife have retired to St Asaph, Clwyd. ■

Deaths

Lunan. On August 11, in hospital, Mr James Douglas Lunan, MPS, Garscube Terrace, Edinburgh. Mr Lunan registered in 1927.

Stewart. Suddenly on August 14, Mr J. C. Stewart. He was 56. Mr Stewart joined the Glaxo Group in 1970 as deputy managing director of its wholesaling subsidiary, Vestric Ltd. He was appointed managing director in 1973 and in April 1979 became chairman of Vestric and a director of Glaxo Holdings responsible for developing trade areas.

News in brief

■ Chemists and appliance suppliers in Northern Ireland in May dispensed 1,047,190 prescriptions (650,810 forms) at a gross cost of £3,340,214 with an average cost of £3.19 each.

■ The dates of substitute holidays for those bank holidays in 1981 which fall on Saturdays and Sundays have been announced. In England, Wales and Northern Ireland these will be Thursday, January 1, Friday December 25, Saturday December 26 and Monday December 28. In Scotland the bank holidays will fall on Thursday January 1, Friday January 2, Friday December 25 and Monday December 28.

TOPICAL REFLECTIONS

By Xrayser

PR money

A little time ago you may have seen a television interview in which Mr Billy Carter was being asked about his connection with Libya. Billy, a rustic facsimile of the President of the United States, gave a performance which to its giggling end could only have been as acutely embarrassing to his brother as it was to those who watched, and must serve as an awful example of the danger in amateur public relations—or rather, in this instance, of relations in public! But when you see the potency of such bad PR, can anyone doubt the need and value of professional direction as a permanent part of any group which requires the public to gain a true understanding of its aims and purpose?

We in pharmacy learned, almost by default, how much we needed a consistent public relations campaign. I think that by now, despite the considerable upsets in our attempts to build one, we all know that for the survival of pharmacy as a worthwhile career, a good publicity department at Society headquarters, in close contact with the PSNC and the NPA, must be viewed as no temporary expedient to gain some particular short-term objective, but as an absolute essential. Never mind that we think the Society fees are far too high: surely we have learned that you can't stint on essentials?

I'm alarmed to read that Mr Bloomfield, the Society's treasurer, is concerned that the total cost of Mr Paul's projected programme could be £50,000. Is that all? Seems a pretty tight budget to me, cheeseparing I would have thought in the face of the overwhelming desire of the members of the society to have strong continued publicity. I would suggest a personal PR sub of £5 per member and £5 per pharmacy as a reasonable and modest additional price to make sure we never again slip back to the weakness of unseen and unrecognised service.

Not lost

I wrote a couple of weeks ago about losing my reputation over my price for Tufty Tails. Well, I can't believe it, but I had an order today from the same nursing home, for the same patient for another six packets!

■ A guide to the Aerosol Directive and The Aerosol Dispensers (EEC Requirements) Regulations has recently been published by the British Aerosol Manufacturers' Association. The 23-page booklet was written under the guidance of the Association's Regulations co-ordinator, Mr Arthur Simpson, Metal Box Ltd. It is available (£3) from BAMA, Alembic House, 93 Albert Embankment, London SE1 7TU.

■ The *Drug and Therapeutics Bulletin* is to be distributed to all prescribing doctors in the NHS in England and Wales from August 29.

In reply to a Commons Question, recently, Dr Gerard Vaughan, Minister for Health, said that the distribution extension would cost some £260,000 per annum. Currently, the Bulletin only goes to NHS doctors in their "early years in practice", he said.

■ The proceedings of the Second International Haarmann & Reimer Symposium "Fragrance and Flavour Substances," (held September 1979, New York City) are being published in book form by D&PS, West-Germany. The hard-cover edition will be available in September and can be ordered for the special pre-publication price of Dm 45. This offer, which includes postage and handling, expires December 31. D&PS Verlag, Johann-Egestorf-Strasse 3, D-3017 Pattensen 1, West Germany.

■ The rise in the number of people covered by private health insurance schemes in 1979 was far greater than ever before recorded. By the end of the year the main Provident Associations provided cover for almost 2.8m persons, or about 5 per cent of the total population. The growth was almost three times greater than in 1978, which itself was a record year. Since the end of 1977 the provident population has increased by over half a million. These figures are given in a report (£2.00) published by Lee Donaldson Associates, 21 Bury Street, London SW14 6AL.

■ The Union Internationale des Laboratoires Independants has published a new edition of its directory that includes the names, addresses and fields of activity of its members. Copies (£2.50) from the secretary-general, Mr A. Herzka, Ashbourne House, Alberon Gardens, London NW11 0BN. UIILA is an international association of private laboratories, test houses and independent consultants. Its members undertake consulting and advisory work, analysis and testing, laboratory investigations, research and development, and scientific services in forensic matters, patents, insurance and legal problems.

Seems the indomitable old lady lost more than she gained (if you take my meaning) and had to change the Boots nappy during the night because it was not so large, and therefore not absorbent enough to last the night through. As I said last time, you can't win them all... But isn't it delicious when you do win one in the end!

Not suitable?

In the Council report, I note that pharmacies in which tobacco is sold will not in future be accepted as suitable for the training of pre-registration graduates. Why? Is the Society trying thus to establish some moral or ethical point? Perhaps they fear that the pre-registration graduate (no callow student) may be tempted to try the insidious evil of smoking? Or do they fear for the integrity of his fresh clean moral responsibility for the people he may have to serve.

I would be interested to hear "from a spokesman" exactly the grounds for making a ruling which I think is inherently unjustifiable, for either a pharmacy is well enough equipped, and staffed with suitably qualified people, to provide training for such students, or it is not. Whether it sells tights or records or wines and spirits, or tobacco in addition to the more usual hot water bottles, films and cameras, cosmetics and contraceptives is immaterial so long as the standards of professional work are high and the experience varied to give the student range.

All they are likely to achieve by this prohibition is to reduce the number of training posts available. As it happens I would not sell tobacco because it damages the smoker. (I don't sell wines because I have no licence.) But if the Society is trying to say that pharmacists should not work in places that sell tobacco—ie pharmacies should not sell tobacco—then they should say so very plainly indeed, and not make themselves and us look ridiculous. ♣

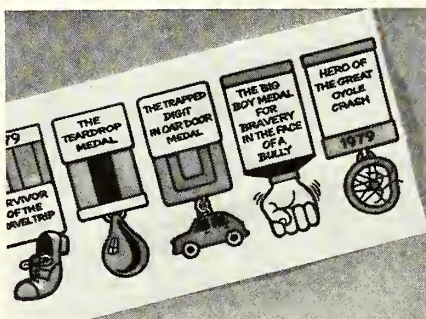
Medal design plasters take over from Mr Bump

Smith and Nephew are introducing a completely new range of colour printed plasters. "Heroes," is a range of medal designs which, says Elastoplast's product group manager, Nicky Lloyd-Owen, take over where Mr Bump left off.

Mr Bump plasters were introduced by Elastoplast in 1977 and were the first plasters to be designed especially for children. Capitalising on the success of the Mr Men books and television series, the sales rate of Mr Bump designs demonstrated that both children and mothers appreciated the "plus" of a printed plaster; the children because they could show off their picture plasters, mothers because the fun designs proved to be instant tear stoppers in minor accident situations.

Now Elastoplast have taken the concept one step further. "The only drawback of Mr Bump plasters was that they did as much for the Mr Men series as they did for Elastoplast," says Nicky Lloyd-Owen. "Elastoplast Heroes go one better by providing a humorous element which is not dependent on the popularity of a television character."

Elastoplast believe that in Heroes they have the beginnings of a cult rather than a craze. "Crazes last as



long as the television or film series on which they are based," says Nicky Lloyd-Owen. "The cult business, on the other hand, is slower to take off but lasts a great deal longer."

Autumn advertising support for Elastoplast Heroes will major on children's comics and *Look In* magazine, reflecting the appeal of the new designs with five to thirteen year olds. "With 18 designs to choose from, ranging from "the salt, mustard, vinegar, pepper award for tripping" to "the trapped digit in car door" medal, there is something for everyone." Elastoplast Heroes are available in 15cm plastic dressing strips (six medals, £0.21) or in half metre plastic dressing lengths (18 medals, £0.45). *Smith & Nephew Ltd, Bessemer Road, Welwyn Garden City, Herts.* ■

Heinz promotion benefits schools

Heinz are offering sports and recreational equipment free to schools in a scheme aimed at easing pressure on budgets for extra-curricular activities.

Participating schools are asked to collect labels—half of which have to be special labels and half standard—for items listed in a catalogue. Although the special labels are featured solely on grocery products, the company claim that all Heinz products will benefit from the promotion's requirement of standard labels.

The promotion, which is being presented by soccer star Kevin Keegan, will be featured on 90 million grocery brand labels available in-store from September until mid-November with a closing date of December 31. The equipment offered ranges from a vaulting box and 12-seater transit van to a hockey practice ball and a descant recorder.

Advertising will appear in eight educational publications supported by a poster campaign, POS material for the grocery trade, with pads, wall charts, badges and collection barometers for the schools. *H. J. Heinz Co Ltd, Hayes Park, Hayes, Middlesex.* ■

ON TV NEXT WEEK

Ln	London	WW	Wales & West	We	Westward
M	Midlands	So	South	B	Border
Lc	Lancs	NE	North-east	G	Grampian
Y	Yorkshire	A	Anglia	E	Eireann
Sc	Scotland	U	Ulster	CI	Channel Is

Alka Seltzer:	All areas
All Clear:	All areas
Anadin:	All areas
Body Mist:	All areas
Clairelle:	M
Crest:	All except So, U, B, G, E
Cream Silk:	All areas
Farley Rusks:	All except E
Fiesta towels:	All areas
Gumption:	All areas
Head & Shoulders:	All except Lc, Sc, We B, G, E
Listermint:	Ln
Matey:	All areas
Sine-off:	Ln
SR toothpaste:	All areas
Sucron:	Ln, A, Lc
Thick Parazone:	All areas
Topex:	All except Sc
Vitapointe:	All areas
Zest toilet soap:	M, Lc, Sc

Mavala packaging

Mavala nail care products have been repackaged and are now available in red boxes with gold band. Carded versions of Mavala nail products are to remain unchanged. *Mavala Laboratories Ltd, Sevenoaks, Kent.* ■

Family pack shampoos

Napp Laboratories are replacing the 18g packs of both Prioderm cream shampoo and Cradocap shampoo with family packs. The Prioderm shampoo will be 40g (£0.83) and Cradocap will be in a 36g pack (£0.60).

A bonus offer on Prioderm lotion and shampoo and Carylderm lotion and shampoo begins this week.

Wholesalers will deliver 14 units for every 12 units ordered. The offer will run until October 31. *Napp Laboratories Ltd, Leavesden, Herts.* ■

Effico tonic bonus

Effico tonic will be on bonus from September 1 to November 30. *Pharmax Ltd, Bexley, Kent.* ■

Cosifits sampling

Robinsons of Chesterfield are currently undertaking a sampling operation which runs until mid-September. Each weekend a team of Robinson's representatives will be handing out sample packs of Paddi Cosifits at the Toddington, Scratchwood, Heston and Fleet motorway service stations. *Robinsons of Chesterfield Wheat Bridge Mills, Chesterfield.* ■

COUNTERPOINTS

ICML savings and a consumer competition on baby products

Independent Chemist Marketing are offering savings on their baby products range starting in September. A consumer competition is to run in-store from September-October with a chemist prize of £100 cash. The customer has to look at a photograph of a baby and guess its weight. First prize will be the baby's weight in 50p pieces, second prize will be its weight in 10p coins and the third prize will be the baby's weight in 5p coins.

Consumer savings are being offered on the complete Nusoft baby toiletry range and on nail polish remover, Nuhome washing-up liquid, pine disinfectant, floor and wall cleaner, cream cleaner, fabric conditioner and bleach, Hanx, Nusoft toilet rolls and tissues.

Case bonuses are being offered to member chemists on all these products and also on Flash, Barnes Hind soft contact lens solutions, sugar

confectionery and tablet cartons. The next Numark promotion will run in store from September 8-20, with Ultrabrite toothpaste at half price the Numark Superbuy for the month.

Main line promotions include Robinsons baby foods, Natural Balance shampoo, Andrew toilet tissue, Tampax tampons, Tender Touch wool, Bambi disposable napkins, Right Guard deodorant and double protection, ZR roll-on and Ultrabrite.

Intermediate lines on promotion include Savlon liquid antiseptic, Ligerusks, Ipso confectionery, Euthymol toothpaste, Robinson barley water and fruit drinks, Palmolive rapid and shaving cream and Nulon hand care cream.

Supplementary lines include Whistling Pops and Kleenex tissues. Optional extras are Night Nurse, Day Nurse, Beecham powders, hot lemon, Hedex, Vyckmin fortified and

Vyckmin E. The promotion will be backed by Numark advertising in the *Daily Mirror*, *Sunday Post*, *TV Times*, *Woman's Realm*, *Woman's Weekly*, *Lincoln, Rutland & Stamford Mercury*, *Leicester Mercury*, *Bradford Telegraph & Argus*, *Northampton Chronicle & Echo* and the *Northamptonshire Evening Telegraph*. There will also be eight 7-second commercials on Ulster television. *Independent Chemists Marketing Ltd*, 51 Boreham Road, Warminster, Wilts. ■

Sangers September promotion

Sangers Supasavers offers for September are Band Aid plasters, Crest toothpaste, Dr Whites, Elseve rinses, Imperial Leather soap, Kleenex tissues, Listermint, Milton 2, Milupa infant foods, Radox, Steradent, Supersoft shampoos, Sylvania magicubes, flashcubes, super 10 flipflash and flashbars, Tampax and Vosene shampoo. *Sangers Ltd*, Cinema House, 225 Oxford Street, London. ■

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But there's no need to.

For we've devised a system that combines economic, super-strong, wall-mounted Spur adjustable shelving with low-cost, easy-to-assemble Readiclip freestanding units.

If you wish, you can easily put it together yourself, make a really professional job of it, and save installation charges.

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Please mail me a Spur-Readiclip brochure.

Name CD/23/8

Type of business

Address

Telephone

**SPUR
READICLIP**

Deep Heat poster for sports enthusiasts

Mentholatum Co Ltd, makers of Deep Heat rub, have produced a full-colour wall chart (23½in x 16in) for sportsmen. It has been compiled by a leading sports physiotherapist and explains in detail why it is beneficial to follow a simple "warm-up" routine.

A series of stretching exercises are illustrated which will enable the muscles to perform at maximum efficiency. Advice is also given on the treatment of minor injuries.

The wall chart offers practical guidance to secretaries and trainers of sports clubs, teachers and anyone who participates in active sports. Free copies are available to chemists direct from Mentholatum or through the representative and could form a useful "backdrop" to a special window display.

Mentholatum are finding an increased use of their Deep Heat products by sportsmen who rub it on before sport as part of their "warm-up" to help prevent a pulled muscle during the game or stiffness afterwards. It is used in this way by The England Rugby Union XV, top professional soccer clubs, the national and European Hockey Club Champions for 1980 and was supplied to the recent Olympic team.



Olympic physiotherapist Mr Don Gatherer with the wall chart.

the amount of extra stock which the average pharmacy can and indeed should carry to pick up sales which might come to him from this upsurge in sporting interest." Mr Andrews continues: "However, every sports club should have one or more medical kits and the ideal is for every amateur sportsman to have his own personal kit. A small kit might include scissors, antiseptic cream, forceps, a dressing roll, bandages of various types and a muscular rub to assist warm-up."

"Everyone who takes part in a sport can benefit by a few minutes preparation beforehand. All too often the weekend soccer player or athlete will launch himself enthusiastically into non-stop activity without attempting to go through a 'warm-up' routine. The agony of a torn muscle or ligament can easily be the result."

Mentholatum Co Ltd, Longfield Road, Twyford, Berks RG9 9AT. ■

Predictor goes Underground

An advertising campaign for Predictor is to run for three months from September 1 on the London Underground. The new tube card features the headline: "The simple and reliable answer to a pregnant question." *Chefaro Proprietaries Ltd, Crown House, London Road, Morden, Surrey. ■*

Sassoon support and skin care

Vidal Sassoon are launching a six-week television campaign in support of their hair care range. The campaign begins on September 22 and will appear in the London, Granada, Tyne Tees and Midlands regions. Press advertising will also begin in September in *She*, *Vogue*, *Company*, *Over 21* and *Cosmopolitan*.

Sassoon say their market shares and distribution levels have grown significantly this year. They quote a 16 per cent sterling share of the conditioner market, through pharmacies, for May and June as compared to a 9.5 per cent share at the beginning of 1980. Similarly their shampoo sales rose to take 4.2 per cent of the market, through pharmacies, in June from 2 per cent in January. Although distribution of their products is increasing, Sassoon believe there is scope for a much wider distribution—at present they estimate only a third of independent pharmacies stock the range.

In the USA, Vidal Sassoon products have much larger sterling shares and there is also a skin care range. The company intends introducing the skin products into the UK either later on this year or early in 1981. Details of the range are not yet available, but, like the hair products, it will be based on a "three-step" concept with different products for cleansing, conditioning and protecting the skin. *Vidal Sassoon Holdings Ltd, Stadium Way, Tilehurst, Reading, Berks RG3 6BX. ■*

Fancy Free packs

Lilia-White are to offer the consumer £1 in return for four empty packs of Fancy Free. Leaflets and holders will be available for POS. *Lilia-White Ltd, Alum Rock Road, Birmingham. ■*

Glovelies campaign

The first national consumer advertising campaign for Glovelies, is to begin in September with advertisements appearing in *Good Housekeeping* and *Homes and Gardens*. A dispenser pack has also been introduced. *James North & Sons Ltd, PO Box No 3, Hyde, Cheshire SK14 1RL. ■*

Sporting growth

Mr Ron Andrews, Mentholatum's advertising and public relations manager, says that increased leisure time, the building of 600 sports and leisure centres and frequent coverage of sport on television have encouraged greater participation in physical activities.

In summer almost 40 per cent of adults take part in an outdoor sport with a further 20 per cent involved in indoor sport, he says. Using figures obtained in Sports Council surveys he estimates that adults in England and Wales spend 1,110m days a year in outdoor sports and 790m in indoor sports. Football is the most popular, followed by swimming and golf; table tennis, badminton and squash are gaining in popularity and involve ¼-1m participants.

"Quite clearly there is a limit to

Toiletry range for the 'very modern misses'

Samantha Jane is a new range of toiletries, said to be "designed for all the very modern misses of the 1980s". The range comprises Samantha Jane bubble bath and hand cream (50ml, £0.75 each) and talc (86g, £0.75) and toilet soap (100g, £0.60). Each carton depicts Samantha Jane in the style of a water colour painting and the start of one of her adventures is related.

For Christmas 1980, the preparations are available in coffrets each containing two of the Samantha Jane toiletries (£1.49 each). *Samantha Jane Ltd, 86*



Kensington Gardens Square, London W2 4BB. ■

Aviance weekend

Prince Matchabelli are offering a three night weekend holiday in Paris as first prize in their latest consumer competition.

Anyone purchasing a 35g size of Aviance eau de toilette atomiseur (£2.65) will be given a leaflet which entitles them to enter a simple competition based on famous romances and their locations.

The winning couple will stay in one of Paris' most comfortable hotels and will be given £150 spending money each. Fifty runners-up will receive an Aviance atomiseur worth £8.40. *Prince Matchabelli, Victoria Road, London. ■*



Mandelle extension

The Mandelle range of children's covered hot water bottles featuring the "Mr Men" characters has now been extended with the addition of "Mr Chatterbox". All the hot water bottles have brushed nylon covers in pink, blue, apricot and lemon and the screw top is covered with a flap fastened with a Velcro strip. *Haffenden-Richborough Ltd, Richborough Works, Sandwich, Kent. ■*

Natural beauty

Mrs Hepworth's Garden Recipes are described as a range of natural beauty preparations presented in traditional old English pots. The range comprises fragrances of English lavender, lily of the valley, rosepetal and gillyflower (£4.95), after shaves which include

bayleaf and oak moss (£4.45) and de luxe preparations of Ca Va (£5.95) for women and Bonhomme for men (£4.95).

Facial care preparations include almond rejuvenating cream (£4.95)—which the company says is made from an original recipe dated 1779—natural cleansing cream (£4.45). Comfrey anti-wrinkle lotion (£4.75) and wheatgerm vitamin cream (£5.45). *Mrs Hepworth's Garden Recipes, Main Road, Friskney, Lincolnshire. ■*



Kitchen towel market growing

Bowater Scott claim that sales of Fiesta quilted kitchen towels rose by 40.2 per cent in the first six months of 1980 compared with the same period last year. The overall market for kitchen towels, according to figures issued by the Tissue Industry Audit, rose by 5.2 per cent this year giving Fiesta an eightfold growth compared to the market as a whole. This, the company says, gives quilted Fiesta a 20.2 per cent brand share.

To support the brand further Bowater Scott's television advertising campaign will run for five weeks commencing August 25 and ties in with the current offer of free developing and printing of colour films—12 exposures will be developed and printed for three proofs of purchase and 24 when four proofs of purchase are supplied. The offer runs until the end of February 1981. *Bowater Scott Corporation Ltd, East Grinstead, West Sussex. ■*

Houbigant offer

From mid-September while stocks last Essence Rare body fragrance will be available in a trial size pack of 50ml (£1.75) compared to the normal 100ml size (£4.75). A merchandiser holding 12 trial sizes and a tester is available. *Houbigant Ltd, Balcombe Road, Horley, Surrey. ■*

Jeyes competition

To promote Jeyes Fluid during its peak sales period as a winter wash and steriliser, Jeyes are organising an on-pack competition running until the end of the year with a prize of a pocket-sized radio in the shape of a Jeyes Fluid can.

Entrants have to match singers to songs with "garden" connections.

Winners will be the first 100 correct entries opened. *Jeyes Ltd, Brunel Way, Thetford, Norfolk.*

Shelf liners and leader card for Seborin, a new anti-dandruff shampoo containing Octopirox. Schwarzkopf Ltd, Penn Road, Californian Trading Estate, Aylesbury, Bucks. ■

Autumn shades from the cosmetic houses

The Elizabeth Arden autumn look is "La vie en rose" comprising a new make-up palette of pinks and purples, complemented with greens and blues for the lips, cheeks and nails.

The "look" consists of three colour themes—twilight rose, a dark blue-garnet spectrum for the lips and cheeks, accented by a rich purple-to-pink range for the eyes; midnight rose, a dramatic rich rose complemented by green for the eyes and new, new rose a range of pastels in dusty pinks and baby blue tints.

Collection shades for autumn are "Les Magnetiques" incorporated in three new looks—tender, intense and avant garde including shades such as excentrique, pink insolence, cold smoke and holice for the eyes, lips, cheeks and nails. *Elizabeth Arden Ltd, 13 Hanover Square, London W1.* ■

Charles of the Ritz

Colour abstracts are the autumn look from Charles of the Ritz consisting of Perfect Finish make up in gentle beige (£5.50), plumrose glow Revenescence Cheekglow (£5.75), sterling silver, gold-leaf rose, silver blue and vermeil Sparkling Eyelights (£3.60), abstract cassis accent stick (£2.75) and new Ritz nail colours. *Charles of the Ritz, 51 Charles Street, London W1.* ■

Outdoor Girl

Marbled Classics are the latest additions to the Outdoor Girl range. Comprising the face collection and eye collection. Both come in a dark green marbled compact with fitted mirror and embellished with the Outdoor Girl gold logo.

The face collection consists of black waterproof Marvalash mascara, powder shadow in coffee, navy and black, glacé clear lip glosser, powder blusher in tawny and sienna as well as an eye shadow applicator and blusher brush.

Ten eye shadows are available in the eye collection. These are true blue, aqua green, pale cream, pale pink, olive brown, sage green, deep

brown, light navy, coffee and light gold. Also in the collection there is a black waterproof mascara and two eye shadow applicators. The collection will be available from the end of September (£3.99). *Outdoor Girl Cosmetics, Hook Rise South, Surbiton, Surrey.* ■

Estee Lauder

Venice intrigued Estee Lauder so much that she has created Venetian Court colours because she feels "the sun-warmed tiles, rosy bricks and cool marbles of the buildings create marvellous combinations of colour and texture".

Mrs Lauder describes her new collection as being "as extravagant as a Titian painting". Make-up this autumn, she feels, should be applied in sweeping strokes with subtle shading nuances".

Eyes, the focus of the autumn collection, have "inspired Mrs Lauder to create a new technique of eye make-up application called colour weaving".

The collection comprises eye contouring pencils in antique mahogany and grey velvet (£3.75), automatic cream eyeshadow in violet festival, antique grey and grotto green (£5), a duo-pan pressed eyelid shadow of golden nutmeg desert bronze (£5.50) and a quad-pan eyelid shadow of portrait beige/Venetian teal/muted melon and grey lagoon (£7.25).

Lip shades range from the soft mauve of palace pink Re-nutriv lipstick (£3.75) to the dayshine shades of sherried melon, honey festival, titian red and brunello, and the tartan red of polished performance nightshade (£4). A Perfect lip line pencil is also available in russet tile (£3).

Nail lacquer is available co-ordinating with the dayshade lipsticks (£3). For the cheeks Mrs Lauder has introduced automatic soufflé blusher (£5) in pageant red and vintage bronze.

Finally pink villa is Estee Lauder's soft film compact rouge (£4.75) and sherried ginger and rose marble are the shades available in tender blusher (£5.50). *Estee Lauder, 71 Grosvenor Street, London W1X 0BH.* ■

Revlon's Black Roses

Revlon's autumn shades are Black Roses which the company says celebrate the return of romance. Three colours make up the collection—black rose is available in moisture creme lipstick and creme nail enamel, burnished ruby in extra crystalline nail enamel and frost lipstick and the third colour, midnight rose, is available in moisture creme lipstick and creme nail enamel. Also available is professional lip pencil in blackberry wine.

For the eyes there are shadows, pencils and a new lash colour, black wine, (£2.25) as well as a new blush-on duet of rose pink and rose mist (£4). *Revlon International Corporation, 86 Brook Street, London W1.* ■

Arden Christmas

For Christmas 1980 Elizabeth Arden are introducing Le Palais de Versailles, a range of porcelains and a selection of gift sets.

The Porcelain Collection is patterned on Versailles detailed tapestries and includes the Imperial Lion (£17.50) containing Blue Grass fluffy milk bath, Rocaille fragrance candles (£11) and the Savon Empire Jar containing fluffy milk bath (Blue Grass £9.75 and Mémoire Chérie £10.50).

Also available are fragrance candles in porcelain boxes and the Trianon porcelaine boudoir trays. Most are available in both Mémoire Chérie and Blue Grass fragrances (£5.75-£13.95).

Le Palais de Versailles gift collection is a selection of gift sets ranging from a dusting powder and toilet soap due (£3.95) to a jewel box containing flower mist, parfumerie, dusting powder, bath soap and hand lotion (£24).

Mémoire Chérie gift sets range from a set of three guest soaps (£3) to a presentation of flower mist, hand lotion, dusting powder and foaming beauty bath (£21.50).

Individual items are also offered in both fragrance collections and come in La Palais de Versailles gift paper.

Finally Arden for Men presents a selection of Sandalwood gifts wrapped in red paper decorated with golden fleurs-de-lys (£7.50-£10) and featuring after shave, eau de cologne and hand soap in various combinations. *Elizabeth Arden Ltd, 13 Hanover Square, London W1.* ■

Now you can be as Pennywise as your customers.

50P off a case of Pennywise towels

Since Pennywise was launched in 1976 as the budget-priced sanitary towel, on sale only through dispensing chemists, it has become more and more successful.

Pennywise helps you compete with stores who price-cut major sanitary towel brands. Because although Pennywise is a quality product, it sells at 10p to 15p less than most major brands and still lets you make a healthy profit.

Now you can save when you buy your next case of Pennywise—and make even more profit. Just cut out this coupon and your regular wholesaler will give you 50p off your next case purchase (24 x 10) of Pennywise towels.

Pennywise is the towel available **exclusively** to dispensing chemists. Your customers always save with Pennywise. Now, so can you.

Marketed and distributed by Bowater ♦ Scott.

50P off

To the Wholesaler. Provided that this coupon has been accepted as part payment for one case (24 x 10) of Pennywise, this coupon will be redeemed at face value plus normal trade handling allowance.

Send coupons to: Sancella Redemption Dept, Box No 661
51 The Mall, LONDON W5 3TD.
Closing date 31.12.80.

WD 212



England 651241



Get Christmas off on the



You'll find stocking Cussons 1980 Christmas range more profitable than ever because it's more compact. Meaning that it's easier to stock, easier to distribute and easier to display.

Which brings us to your customers.

They'll buy Cussons gift sets for the same reasons as ever—the high quality, the wide choice

STEINHARD BONUS OFFER!

FROM NOW UNTIL THE 31st OCTOBER 1980
WE ARE OFFERING A SPECIAL

3 FOR 3 BONUS
ON THE PRODUCTS IN BOXES

PRODUCT		PACK	PRICE PACK	QUANTITY REQUIRED
ACETAZOLAMIDE TABLETS BP	250 MG	50	£1.70	x 50
		500	£13.87	x 500
AMINOPHYLLINE TABLETS BP	100 MG	500	£1.25	x 500
AMITRIPTYLINE TABLETS BP	10 MG	1000	£4.90	x 1000
	25 MG	1000	£9.50	x 1000
AMPICILLIN CAPSULES BP	250 MG	500	£13.90	x 500
	500 MG	250	£13.90	x 250
ASCORBIC ACID TABLETS BP	50 MG	100	£0.30	x 100
	100 MG	100	£0.40	x 100
	200 MG	100	£0.65	x 100
	500 MG	100	£1.20	x 100
ASPIRIN TABLETS BP	300 MG	100	£0.25	x 100
ASPIRIN & CODEINE TABLETS BP		25	£0.33	x 25
		50	£0.52	x 50
		100	£0.92	x 100
BENDROFLUAZIDE TABLETS BP	2.5 MG	100	£0.35	x 100
		1000	£3.00	x 1000
	5 MG	100	£0.45	x 100
		1000	£4.25	x 1000
BENZHEXOL TABLETS BP	2 MG	100	£0.60	x 100
		1000	£5.45	x 1000
	5 MG	100	£1.20	x 100
		1000	£10.95	x 1000
CHLORPHENIRAMINE TABLETS BP	4 MG	50	£0.20	x 50
		500	£1.85	x 500
CHLORPROMAZINE TABLETS BP	25 MG	500	£1.45	x 500
	50 MG	500	£2.70	x 500
	100 MG	500	£4.40	x 500
CHLORPROPAMIDE TABLETS BP	100 MG	250	£1.50	x 250
	250 MG	500	£11.00	x 500
CODEINE PHOSPHATE TABLETS BP	15 MG	100	£1.50	x 100
		250	£3.75	x 250
		500	£7.50	x 500
CODEINE PHOSPHATE TABLETS BP	30 MG	100	£2.60	x 100
		250	£6.50	x 250
		500	£12.50	x 500
		1000	£25.80	x 1000
CODEINE PHOSPHATE TABLETS BP	60 MG	100	£5.20	x 100
		250	£13.00	x 250
		500	£25.90	x 500
DIAZEPAM TABLETS BP	2 MG	500	£1.75	x 500
		1000	£3.50	x 1000
	5 MG	500	£2.25	x 500
		1000	£4.50	x 1000
		500	£4.00	x 500
EPHEDRINE TABLETS BP	30 MG	1000	£1.50	x 1000
FERROUS GLUCONATE TABLETS BP	300 MG	1000	£2.60	x 1000
		5000	£12.60	x 5000
FOLIC ACID TABLETS BP	5 MG	500	£0.90	x 500
		1000	£1.75	x 1000
FRUSEMIDE TABLETS BP	20 MG	1000	£11.50	x 1000
	40 MG	1000	£14.00	x 1000

PRODUCT		PACK	PRICE PACK	QUANTITY REQUIRED
HALOPERIDOL TABLETS BP	0.5 MG	100	£1.15	x 100
		1000	£10.70	x 1000
	1.5 MG	100	£1.95	x 100
		1000	£18.50	x 1000
	5 MG	100	£5.15	x 100
		1000	£50.75	x 1000
	10 MG	100	£10.00	x 100
		1000	£99.50	x 1000
HYDROCHLOROTHIAZIDE TABLETS BP	25 MG	1000	£2.40	x 1000
IMIPRAMINE TABLETS BP	25 MG	1000	£2.40	x 1000
		5000	£12.00	x 5000
INDOMETHACIN CAPSULES BP	25 MG	500	£14.40	x 500
	50 MG	100	£5.50	x 100
ISONIAZID TABLETS BP	50 MG	1000	£2.40	x 1000
METHYLDOPA TABLETS BP	250 MG	1000	£27.50	x 1000
	500 MG	500	£27.50	x 500
METRONIDAZOLE TABLETS BP	200 MG	21	£0.65	x 21
		250	£6.50	x 250
NICOTINAMIDE TABLETS BP	50 MG	1000	£1.50	x 1000
NICOTINIC ACID TABLETS BP	50 MG	1000	£1.50	x 1000
NITRAZEPAM TABLETS BP	5 MG	500	£3.95	x 500
NITROFURANTOIN TABLETS BP	50 MG	1000	£7.12	x 1000
OXYTETRACYCLINE TABLETS BP	250 MG	1000	£8.70	x 1000
PARACETAMOL TABLETS BP	500 MG	50	£0.25	x 50
		100	£0.40	x 100
		1000	£3.50	x 1000
		5000	£16.95	x 5000
PENICILLIN V-K TABLETS BP	250 MG	1000	£10.95	x 1000
PHENYLBUTAZONE TABLETS BP	100 MG	1000	£2.50	x 1000
	200 MG	1000	£4.75	x 1000
PREDNISOLONE TABLETS BP	5 MG	500	£2.75	x 500
PREDNISON TABLETS BP	5 MG	500	£2.75	x 500
PROMETHAZINE HCL TABLETS BP	25 MG	1000	£3.00	x 1000
PROPANTHELINE TABLETS BP	15 MG	1000	£3.40	x 1000
PROPRANOLOL TABLETS BP	10 MG	500	£5.88	x 500
	40 MG	1000	£27.86	x 1000
	80 MG	500	£21.06	x 500
	160 MG	100	£8.42	x 100
QUINIDINE SULPHATE TABLETS BP	200 MG	100	£4.85	x 100
		250	£11.90	x 250
		500	£23.65	x 500
QUININE BISULPHATE TABLETS BP	300 MG	500	£22.00	x 500
QUININE SULPHATE TABLETS BP	300 MG	100	£4.50	x 100
		250	£11.50	x 250
		500	£22.00	x 500
		1000	£43.50	x 1000
SOLUBLE ASPIRIN TABLETS BP	300 MG	50	£0.22	x 50
		100	£0.35	x 100
TETRACYCLINE TABLETS BP	250 MG	1000	£9.35	x 1000
TOLBUTAMIDE TABLETS BP	500 MG	500	£5.00	x 500

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00	£2.00	£16.00	£14.00
0	£1.00	£5.50	£5.00
1	£0.95	£5.00	£4.50
2	£0.90	£4.50	£4.00
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Camay flashed (12 for the price of 11)	12 x bath	£1.73		20p	17.1%
Domestos (Price marked 42p)	20 x large	£6.05	42p	—	17.1%
Domestos (Price marked 66p)	12 x family	£5.70	66p	—	17.2%
Macleans Toothpaste	12 x standard	£1.88	41p	23p	21.6%
Macleans Toothpaste	12 x large	£2.64	60p	32p	20.9%
Dr. White's (Size 1)	30 x 10's	£9.08		44p	20.8%
Dr. White's (Size 2)	30 x 10's	£10.21		49p	20.1%
Right Guard Double Protection	6 x 91ml	£2.68	1.03p	64p	19.7%
Right Guard Anti-Perspirant	6 x 91ml	£2.58	99p	62p	20.2%
Balsam Conditioner	6 x 100ml	£1.89	73p	46p	21.2%

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Chlorine tablets for soaking soft lenses

Sauflon Pharmaceuticals are introducing an effervescent chlorine-based tablet for daily disinfecting of soft contact lenses. Softabs (32, £1.04) contain sodium dichloroisocyanurate and are intended for use in place of conventional lens soaking solutions. Each tablet yields 3ppm chlorine when dissolved in 10ml of saline.

The tablets are used together with Salette sachets containing non-preserved saline, Steri-solv cleansing solution and a specially designed case which will be available in September. The lenses are placed in the case together with one 10ml Salette sachet and a Softab and left overnight. After draining off the solution, a fresh Salette

is added to the case which is well shaken. The lenses are then ready for use. Steri-solv is used for occasional lens cleaning and for cleaning lenses that were previously soaked in preserved solution.

Sauflon say that some soft lens wearers experience sensitivity to the preservatives in soaking solutions and especially recommend Softabs in these cases. The regimen is also cheap and easy to use, they say, and should encourage patients to use fresh solution every day and not take "short cuts".
Sauflon Pharmaceuticals, 16 Childs Place, London SW5 9RX. Distributed by Laboratories for Applied Biology, Ltd, 91 Amhurst Park, London N16 5DR. ■

OTC packs for Dimotane

A. H. Robins are introducing OTC packs for Dimotane expectorant, Dimotane with codeine and Dimotane with codeine paediatric. The 100ml packs will be marketed as Dimotane Expectorant (£0.98), Dimotane Co (£1.45) and Dimotane Co paediatric (£1.31). Both single bottles and outers of 12 will be available. *A. H. Robins Co Ltd, Redkiln Way, Horsham, West Sussex RH13 5QP. ■*

Buttercup sweets in roll packs

Buttercup sweets are currently on national launch in a new roll pack. The new-look sweets (£0.19) will comprise individually wrapped sweets to each pack with 40 packs to a display box. A test campaign for these will run in the Trident television area.

Buttercup cough syrup, according to LRC Products, is the fastest growing proprietary cough medicine. They estimate that sales of proprietary medicines reached £21 million at rrp in the 12 months to April 1980. In volume terms, they say, sales increased by 11 per cent compared with the same period to April 1978. "During these two years Buttercup has increased unit sales by almost 20 per cent, almost twice the market rate," comments LRC

marketing manager Mike Broadbridge.

A new television commercial will be made for Buttercup and LRC say they will be advertising during the peak winter period. Galloways, which LRC claim is brand leader in the London area, will also be supported with regional television advertising.
LRC Products Ltd, Sanitas House, Stockwell Green, London SW7 4QD. ■

R. P. Drugs

R. P. Drugs have removed chloroform from Guanor expectorant. Their address is now changed to *R. P. Drugs Ltd, RPD House, Yorkdale Industrial Park, Braithwaite Street, Leeds LS11 9XE.*

PRESCRIPTION SPECIALITIES

Evans morphine and diamorphine

Evans Medical Ltd report increasing inquiries about suitable administration routes of morphine and diamorphine injections so have issued the following guidance to pharmacists.

Morphine sulphate injection BP (Evans): Although the product used to contain chlorocresol it no longer

does and is simply a sterile solution of morphine sulphate in water for injections containing sodium metabisulphite 0.1 per cent. Batches without chlorocresol start from the following numbers: 10mg/ml, batch no. 101; 15mg/ml, no. 201; 30mg/ml and 60mg/2ml, no. 301.

There may still be some material on the market containing chlorocresol but the pack will be labelled accordingly and will have a lower batch number than the above. In line with the 1980 BP recommendation, the Evans product licence covers administration only by the subcutaneous and intramuscular routes.

Diamorphine hydrochloride BP for injection (Evans): This product contains freeze dried diamorphine hydrochloride only. It is currently labelled for subcutaneous or intramuscular injection in accordance with the 1973 BP. The 1980 BP however also recommends administration by the intravenous route, and all three routes of administration will appear on product cartons at re-print. *Evans Medical Ltd, Greenford, Middlesex UB6 0HE. ■*

Methotrexate 10mg

Lederle Laboratories are introducing methotrexate 10 mg tablets on September 1, in addition to the existing 2.5 mg strength. The tablets will be uncoated, mottled and light orange, available in packs of 100 (£51 trade).
Lederle Laboratories, division of Cyanamid of Great Britain Ltd, Fareham Road, Gosport, Hants. ■

Berkolol additions

Berk Pharmaceuticals have introduced 100-packs of Berkolol tablets (propranolol BP) in the following strengths: 10mg (£1.23 trade), 40mg (£2.84 trade) and 80mg (£4.24). *Berk Pharmaceuticals Ltd, Station Road, Guildford, Surrey GU4 8HE. ■*

Hydergine tablets

Sandoz Products are making available to Ireland the 4.5mg strength of Hydergine tablets. The 28 tablet calendar packs (£10.47, trade) will be introduced on October 1. *Sandoz Products (Ireland) Ltd, Airton Road, Tallaght, co Dublin. ■*

Ring-in the change with electronics

Sweda say the design, concept and features of the recently introduced L45 family, together with the mix of totals and options available on this family of electronic cash registers, allow them to be used by a wide range of retailers: "It can be programmed to meet the particular needs of all different types of retail outlets".

A price look-up feature, storing up to 999 prices, enables the operator automatically to call out the unit price from the L45 with one key depression, and print a written description of the item together with the price on the receipt and audit roll. It will also automatically update the unit sales total and value total for the item.

Among the security features of the L45 are validation of cheque and credit card vouchers with the type of transaction, its references, account number and amount. Totals within the system record the value of each payment type and count the number of vouchers validated during the period.

Geller's GS range offers the retailer electronic registers at around £200, "which provide a comprehensive

system, issuing an acceptable receipt". A more sophisticated version in the GS range provides four department totals and "heavy duty" cash draw for 349.

Geller have also introduced a 700 B model to complement their 700 series. The B uses the same microprocessor as the rest of the 700 series, has receipt printing, line advance certification, eight department totals and costs around £500.

The H5030 is the first in Hugin's H5300 range of equipment "for the 1980's". This model has two cashier or am/pm shift control, 14 department totals and four finalising totals for end of the day reconciliation—cash, cheques and two credits. "The H5030 can provide systems from simple cash control to an expanded and sophisticated retail store accounting system". *Sweda International, 27 Goswell Road, London EC1. D. Geller Ltd, 15 Percy Street, Tottenham Court Road, London W1. Hugin Cash Registers Ltd, Hugin House, 18 Clerkenwell Road, London EC1. ■*

Expansion of safety equipment range

Totectors, manufacturers of safety footwear, are extending their activities in the industrial safety field by launching a range of safety equipment and protective clothing.

The company believes that its knowledge of industrial safety requirements and reputation for high standards, provides an ideal base for promoting this new product range. The range includes eye protection, gloves, headgear, hearing protection, weather-proof and protective clothing, respirators and workwear. *Totectors Ltd, Rushden, Northants. ■*

Light relief

The Allen type A428 battery-operated UV handlamp designed for on-site work comes provided with twin 230mm (9 inch) tubes, a special aluminium reflector and a "Woods" type UV

filter with transistorised inverter control gear. The UV output is peaked at 365 Angstroms and no radiation below 3100 is emitted.

An Ever-Ready high power battery (type HP1) incorporated within the unit has a shelf-life exceeding two years and will give in excess of four hours continuous or well over 15 hours intermittent operation. Tube life is said to be approximately 5000 hours.

The hand-lamp case is constructed from sheet steel and coated with light hammer finish plastic. *P. W. Allen & Co, 253 Liverpool Road, London N1 1NA. ■*



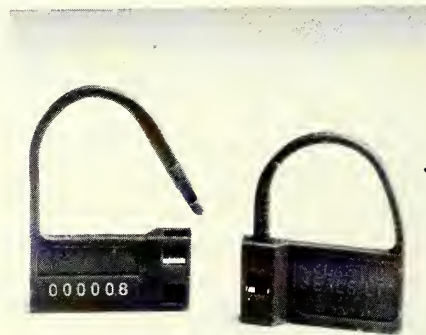
Bag-coding system developed

Thames packaging say they have succeeded in developing a "simple and outstanding method" of coding bags. The coder—Pulsak—can be regulated to produce as many embossed impressions on a bag, above the seal, as required.

The unit houses eight digits and, on each wheel, contains the characters from 0 to 9 plus a blank. The digits are changed by rotating a set of wheels mounted on a casting and locked position on their shafts. This assembly is "key-locked" to maintain code security. *The Thames Packaging Equipment Co, Senate House, Tyssen Street, London E8 2ND. ■*

Tamper-proof seals

Tamper-proof plastic security seals are now available with up to six-digit consecutive serial numbers. They come in two loop sizes (overall height 1½in and 2½in) and resemble a plastic padlock in appearance. They snap-lock



into place and once in position, the only way to remove the seal is to break it. Broken seals cannot be re-assembled and the addition of serial numbers means that they cannot be replaced by unauthorised personnel. *Plastic Seals Ltd, Uddens Trading Estate, Nr. Wimborne, Dorset BH21 7NL. ■*

KPL Plastics have introduced a service for manufacturers who require stock bottles with standard fittings at very short notice. Sizes range from 5ml to 1,000ml in cylindrical and oval containers. KPL are at Lincoln Way, Windmill Road, Sunbury-on-Thames, Middx.

'Low cost' video requires no power at camera location

A "low-cost" range of closed circuit television cameras is being marketed by Pye. "Video 40" features cameras which require no power supply at the camera location; the power is transmitted via a remote junction box to the camera over the co-axial signal cable which returns the video signal to the monitor, although they can also be powered from standard mains and battery supplies.

Additional facilities include indoor and outdoor housings and a wide choice of lens and tube configurations which enable the cameras to operate

at varying light levels.

Also new from Pye is a range of video monitors for closed circuit television. The five black and white monitors incorporate screen sizes from 6 in to 24 in and each is protected by a robust metal housing. *Pye Business Communications, Cromwell Road, Cambridge, CB1 3HE.* ■

Manual steel drum trolley

A trolley, called the Drum Rover, can lift and move standard steel and open topped locking rim drums of up to 45 gallons and the manufacturers claim, it requires very little exertion on the part of the operator to move drums in perfect safety. *Swift-Act Tools Ltd, Oakfield Road, Kingswood, Bristol BS15 2LT.* ■

Simulated camera from K&K

K&K Trade and Design have introduced a simulated security television to complement their functioning systems—indistinguishable from their live camera.

Two types are available. The static and auto-pan. Both model types are provided with warning notices to maximise deterrent effect. *K&K Trade & Design Service, 36 York Way, London, N1 9AB.* ■



The Olozon aerosol dispenses with the usual types of propellants, by using air. The container cap is used as a hand pump to pressurise the container and the valve will fit a 1in neck. When used with a screw-neck it may be continuously refilled and re-used. *Kenyons Metal Containers Ltd, Bayley Street, Stalybridge, Cheshire, SK15 1QA*



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In 1977 a reformulated preparation, Collis Browne's Mixture, replaced the original Compound.

The new mixture was designed to retain the efficacy and acceptability of the original compound, but to exclude the abuse potential. These objectives we consider were effectively achieved, and we are now giving the product the level of support you have come to expect from International Laboratories Limited for their proprietary medicine range.

We know there are many users of the original compound product who, because of difficulties in recent years, are unaware that the new formulation mixture is available. We intend to let these people know, and would appreciate being able to depend on your support and hope you will now stock J. Collis Browne's Mixture.

The facts are that Collis Browne's Mixture is a pharmacy only medicine, i.e. ☒ and for the purposes of retail sale and supply, is exempt from Controlled Drug Regulations except for the need to retain invoices for two years. This is in line with many other pharmacy only medicines, notably those containing codeine.

Yours faithfully,

D. Merrington, B.Pharm., M.P.S.
Director

Financial control in private pharmacy

Part 5 in a series of articles by Mr. E. A. Jensen, BCom, MPS, MInstM, FI Pharm M

Any attempt to conduct a pharmacy on management-by-objectives principles must pre-suppose acceptance of the key importance of financial factors in planning and controlling a business. It does not surprise us to read that the great majority of pharmacies which have closed have done so for "economic" reasons. These businesses failed to make an acceptable profit and to remain in being, that is to say they did not achieve the two prime objectives inherent in management by objectives.

However small or large a pharmacy might be, its profitability and survival will depend largely on the degree to which the various facets of management, those of control, purchasing, marketing, personnel, and finance, are co-ordinated. No part of MBO can be considered in isolation without serious impact on overall success. No system of financial planning can offer maximum benefit unless it is all-pervasive and unless it is harmonised with non-financial influences. For example, while money is arguably the most powerful single incentive, attempts to motivate people solely by cash rarely, if ever, gain their objective. Perusal of the posts advertised in the pharmaceutical Press gives ample evidence that congenial working conditions, relief from "paper-work", five-day weeks, and so forth, become increasingly potent factors in attracting staff.

Harmonisation

Financial control must be harmonised within its own sphere as well as within the pharmacy as a whole. Control must bring together all expenditure and income, all capital and revenue, and it must be flexible so as to deal with conditions which can change rapidly. The need to maintain fluidity has to be balanced with investment in such forms as freehold property; it is crucial to decide wisely on practical points such as the advantages and disadvantages of channelling money into refitting as against holding wider stock ranges.

Financial control can be simple and need not be unduly time consuming; more time is probably wasted through lack of control than by setting up a system suited to the individual pharmacy. There is a tendency among private pharmacists to see financial control as expensive in time and money, as a luxury which is the preserve of the larger concerns, whereas one could claim that the smaller the business the greater the need for control. Resources which are relatively rare, in this case the resource of capital, must be husbanded with the highest expertise and waste cut to a minimum.

The smaller pharmacy has the inbuilt advantage of ease of co-ordinated control by the proprietor, of prompt decision taking, of direct personal involvement. Because of the close contact with the many responsibilities of conducting a pharmacy the owner can fall into the trap of regarding his or her annual accounts as the principal means of watching over the finances of

the business. This is dangerous, and control of finance should be a continuous process if remedies are to be applied when they are most needed and crises avoided.

A simple basic programme using the type of record shown in figure 1 is an effective, low-cost, quickly prepared and maintained start.

It is emphasised that a sales forecast is the initial step and that an estimated gross profit is employed; complete accuracy cannot therefore be expected, but the longer the system is used the nearer one should approach this. With such a control one can adjust purchases to sales and detect stock trends in anticipation of the regular physical check.

Actual purchases may be recorded from invoices or by keeping a note of the value of all orders as they are placed; the latter is a slightly more arduous procedure but preferable as it gives a tighter and earlier control of buying. When invoices are worked from, the same direct comparison between goods sold and goods purchased in each month is not possible as invoices are often behind, and sometimes in advance of, deliveries.

This basic programme can be elaborated to show, for instance, data for the previous year, and a valuable addition is to supplement with a column to show each month's estimated stock.

As estimation of the gross margin is central to the system it is worth considerable effort to assess this as

Figure 1. Purchase/Sales budget

Month	(a) Purchases budget	(b) Purchases (actual)	(c) Running total (actual)	(d) Sales* (at cost) budget	(e) Sales* (at cost) (actual)	(f) Running total (actual)
April						
May						
June						
July						
Aug						
Sept						
Oct						
Nov						
Dec						
Jan						
Feb						
March						
	Total	Total	Total	Total	Total	Total
			=			=

*ie sales minus estimated gross profit.

precisely as is possible. To obtain an accurate figure it is necessary to have a physical stocktaking, which is hardly practicable each month for the typical pharmacy, so we need to consider the alternatives while accepting their limitations.

The pharmacy with a predominantly NHS business is advantageously placed for gross profit estimation in view of the monthly analysis accompanying the payment cheque. For OTC products the problem can be attacked from the purchases or from the sales angle. The theoretical ideal would be to calculate the margin on every sale made, but this is clearly impracticable. Instead, all purchases invoices can be analysed into say three or more groups according to the gross margin on the contents. An invoice totalling, say, £100 might consist of £50 at 15-20 per cent, £25 at 20-25 per cent, £25 at 25-30 per cent gross, and from the month's invoices a "weighted average" gross is readily calculated.

Simpler method

If this is rejected as over troublesome one can resort to analysing sample invoices only, and deal with say every fifth or tenth invoice on the lines suggested. It should be borne in mind that samples must be representative and that the larger the sample the greater the accuracy. If the decision is to analyse every fifth invoice it is not admissible to omit any invoice which happens to be complex and substitute the next one which happens to be easy. Also we should remember that to double the size of the sample increases the accuracy by the square root of two, that is by about 1.4 times.

Sales may be analysed, by use of the various cash register keys available, to classify turnover by gross margins, but this can conflict with other types of analysis required. Here again one can utilise a sampling procedure and dissect one sale in every 20, for example, or according to the size of the total turnover. It is the size of the sample that is critical, not the proportion it bears to the number of customers. The pharmacy with a small number of transactions will need therefore to analyse a larger relative number than the business with many transactions.

Once there has been the opportunity to check the estimated gross against the results, employing physical stock check, it will be apparent what degree of accuracy has been reached and whether the system needs revision: The sample

might, for example, have to be increased.

Armed with a reasonable accurate forecast of gross profit and of stock-holding one can logically and easily proceed to a continuous assessment of net profit during the period between formal accounts. A monthly net profit estimate can be drawn up on the lines illustrated, this form being in the style of the usual annual profit and loss account but with some modification. It will be noted that expenses are subdivided into "fixed" and "variable" and that provision is made for showing the capital position and movements. It is essential to take careful note of the fluidity or otherwise of the business

stock levels have escalated, if purchases at cost are constantly compared with sales at cost.

Any control system should be costed out on a "cost benefit" basis, and this is particularly important at present in view of the publicity being given to various types of computerised methods. Without minimising the demonstrable value of computer-based systems prudence seems to suggest that premature decisions can lead to heavy investment in equipment likely to be outdated quickly and to the pharmacist being flooded with a mass of information not strictly necessary for the effective conduct of his business.

To gather information for the sake

Financial Year		Month	
NET PROFIT ESTIMATE			
OPENING STOCK (at cost)		SALES	
(state how arrived at)	£10,000	(at selling prices)	£6,000
PURCHASES (at cost)	£4,000	CLOSING STOCK (at cost)	
GROSS PROFIT (estimated)	£1,500	(state how arrived at)	£9,500
			£15,500
EXPENSES		GROSS PROFIT	£1,500
“FIXED”			
Rent:		
Rates:		
Etc:		
“VARIABLE”			
Wages/Salaries:		
Etc:		
Etc:		
Standing Orders	CAPITAL IN & OUT	
Bank Interest		
Net Profit (estimated)		
TOTAL	£1,500	CAPITAL POSITION	
		Debtors:	
		Creditors, etc:	

so that any adjustments can be made to avoid cash-flow difficulties.

The simple system described will enable the private pharmacist to exercise day by day control of the outgoings of the business in relation to cash received and to be aware continuously as to whether he or she has enough fluidity to retain the confidence and co-operation of suppliers. Periods of financial stringency will be foreseen before they reach the crisis stage and arrangements for additional facilities from say, the bank made in good time. There will be no year-end surprise that

of gathering it is one thing, but to procure with discrimination the data one can digest and then effectively use can be a vastly different matter. It is significant that at a recent conference it was stated that as yet there has not been long enough to show whether computerisation in pharmacy leads to increased net profitability. In our systems of financial control we must come back to the principles of simplicity and of appropriateness to the individual pharmacy: We must ask the management-by-objective questions as to why exactly are we in business? ■

Microcomputers

I have been using a microcomputer for over twelve months, and would like to pass on some experience gained. Firstly I found many machines sold as "personal" unsuitable. A typical "in house" system would consist of (1) a microcomputer, (2) printer, (3) data storage system.

The microcomputer should have a typewriter-style keyboard with a calculator style number pad. It should have a large memory (excess of 16 kilobytes), a TV set type display, and be capable of accepting external devices without modification. The above three devices need not be by the same manufacturer.

Depending on choice of micro-computer other devices can be attached by "plugging in". The printer would almost be of a dot matrix type (within most pharmacists' pockets). The paper feed is of two basic types—sprocket feed and friction feed. Sprocket feed is preferable for labelling or pre-printed forms (invoices). I found the print quality of some cheaper printers more than adequate. Beware of printers using electrostatic paper which is very expensive.

The data storage system is essential since most machines lose information once power has been removed. Cassette tapes are suitable and cheap. They are standard on personal-type machines, but are slow. A disk system is quicker—"floppy disks" are usual in small systems while "hard disk" systems are available but expensive. The latter could hold more information than required, and costwise would be justified for a small multiple. Usually disk units of the same manufacturer as the microcomputer are better in handling. Some units require internal modification, which could lead to warranty problems. With some systems more than one disk drive or printer could be included. With standard links, custom-built devices eg, label printer till, dedicated keyboard could be added.

Because of the many variations possible in choice of hardware, only "utility" software is available "off the shelf", which on many occasions is unsuitable for a specific application without modification (copyright), and is usually dedicated to specific devices. One-off software could be written, but is expensive and would not give versatility for modification at a later date.

I first acquired a microcomputer in

April 1979. A visit to several bookshops and reading of computer literature produced sufficient information to program the machine for daily paperwork after several weeks. I quickly learned programming and within a few months acquired a printer. The completion of my system was a twin floppy disk drive.

My method is to evolve programs, modifying as required. I used the system for stock control and accounting. I find that all the machine does is ensure one's best intention are always fulfilled. If the software is correct, then inexperienced staff can use the machine without supervision.

As far as labelling is concerned, personally I have reservations. A utility-type label does not convey the same attention as the pharmacist's handwritten label. However labelling is no problem. Blank labels may be used, enabling as well as patient information the business logo to be printed by software, with a significant cost saving at printers with graphic facilities. Professionally, I find the system saves much time on laborious non-professional duties.

New machines and devices are becoming available monthly. I would advise any *C&D* reader to take unbiased professional advice before purchasing. At the present time a typical system would cost about £2,000.

May I stress that had I not had a technical background with a basic understanding of electronics, I would have had great difficulty in understanding and programming my equipment.

M. J. Valentine
Rotherham

My hardware at present is:
Commodore Business Machine C.B.M. 3032 computer and C.B.M. 2040 Disk driver; Rockcliffe Brothers P.R40 printer. Another printer (sprocket feed) is under consideration.

Mr Mackay retires

As most of your Scottish readers will know, Mr Robert Mackay, who has been the Pharmaceutical Society's inspector in Scotland for the past 26 years, will shortly be retiring. During these years he has carried out his duties in such a helpful and kindly manner that he has become a friend to many Scottish pharmacists.

It has occurred to us that many of these colleagues would like to express

their appreciation of his services and we have therefore decided to organise a testimonial for his retirement. It is our intention that this should be presented to him at this year's conference of Scottish Pharmacists at Ayr on November 2.

Contributions not exceeding £2 should be sent to Mr Robert Morrison, Mansefield, 1 Mayfield Road, Inverness, who will acknowledge all receipts. It would be appreciated if they were received not later than October 1. *Walter C. D. Bain, Aberdeen; Charles R. Blythe, Douglas; Mary Dawson, Airdrie; James H. Henderson, Dunfermline; John MacLean, Auchinleck; Robert S. Morrison, Inverness; (past and present chairmen of Scottish Executive).*

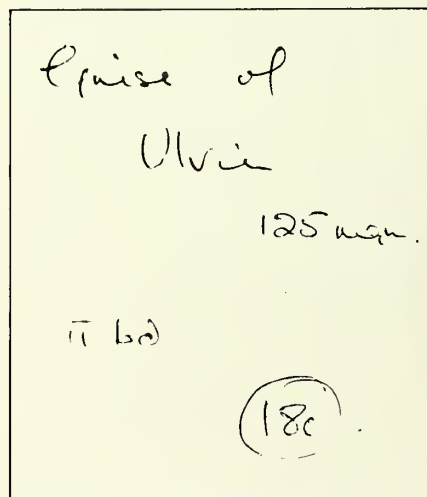
Billions

I regret to see the increasing use of the word "billion" without an explanation as to what the number refers to, either 1,000 million American style or 1 million million—the original British definition.

In *C&D*, August 9, p210, you quote from a *Financial Times* report that "last year US chain drug stores claimed 56 per cent of US drug store sales of nearly £12 billion." Since the *FT* has done its best to popularise the word in the context that an American would understand it, I must assume that the value is £12,000m.

I submit the word "billion" be declared redundant as it is certainly unnecessary.

Manbow



Our latest prescription poser is neither an ancient Briton nor a rival to Oil of Ulay, as it may at first appear. (If you're having difficulty translating, read it quickly).

WESTMINSTER REPORT

Committee studying bergamot oil

In answer to a question from Mrs Renee Short concerning the health risk of sun preparations containing bergamot oil, Sir George Young, Under Secretary for Health replied that the department's advisory committee on carcinogenicity of chemicals in food, consumer products and the environment was at present studying all available data on 5-MOP. He also said that the matter was being looked at by the Department's committee on mutagenicity and that the Government would carefully consider the advice of both committees when it became available. ■

OU doctors' course

Dr Roger Thomas recently asked the Secretary for Social Services to ensure that generic prescribing would be promoted in the doctors' Open University course on drug therapy (August 9, p189). Dr Gerard Vaughan, Minister for Health, replied that the course content would be determined by a team set up by the Open University and the Council for postgraduate Medical Education in England and Wales. ■

Scripts by region

In answer to a question from Mr Grylls, MP, in the Commons last week, Sir George Young, Under Secretary for Health, gave the following details about the average number of prescriptions dispensed in 1979 per

person on NHS prescribing lists:	
Northern Ireland	8.19
England	6.64
Scotland	6.48
Wales	8.74
Sir George also said that the average net ingredient per prescription dispensed was:	
Northern Ireland	£2.04
England	£1.94
Scotland	£2.09
Wales	£1.91

BOOKS

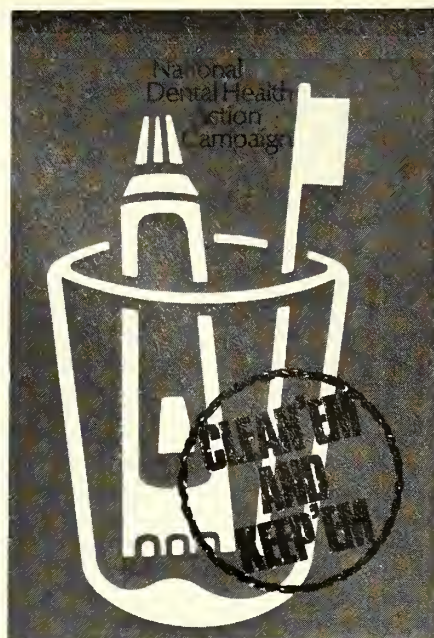
Physicians' Desk Reference 1980

Edited by Medical Economics Co.
UK distributors—*Van Nostrand Reinhold Co Ltd*, Molly Millars Lane, Wokingham, Berks. Pp 2050.
7½ x 10 in. £16.

The Physicians' Desk Reference, published annually, is the USA equivalent of the Association of the British Pharmaceutical Industry's "Data Sheet Compendium". This 34th edition contains information on approximately 2,500 products in two sections—product information and diagnostic product information. In both sections products are grouped under their manufacturers, which are in alphabetical order.

There are four indices to these sections: a manufacturers index, product name index, product classification index, and a generic and chemical name index. An identification section is included where coloured actual-size diagrams of tablets and capsules are again listed under manufacturers. The book also contains a list of poison centres in the USA and a guide to management of drug overdose.

PDR supplements are published throughout the year giving new or revised information about the products and there is a separate edition of the Physicians' Desk Reference for non-prescription drugs. ■



The 1980 National Dental Health Action Campaign will run from September 22 to 27. The theme this year is a simple one: "Clean 'em and Keep 'em" and this message will be seen in schools, libraries, surgeries and anywhere else that the message can be proved relevant. This poster is being distributed to chemists as a window dressing aid

Books received

Introduction to Biochemical Toxicology
Edited by Ernest Hodgson and Frank E. Guthrie. *Blackwell Scientific Publications*, Osney Mead, Oxford OX2 0EL. Pp 437. 7 x 10¼ in. £16.50.

Introduction to Environmental Toxicology
Edited by Frank E. Guthrie and Jerome J. Perry. *Blackwell Scientific Publications*, Osney Mead, Oxford OX2 0EL. Pp 484. 7 x 10¼ in. £16.50.

Concepts in Drug Metabolism Part A
Edited by Peter Jenner and Bernard Testa. *Marcel Dekker Inc*, 270 Madison Avenue, New York 10016. Pp 409. 6 x 9¼ in. SFr 98. ■

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Foundation laid for interferon plant

The foundation stone of a £6 million biotechnology plant for the production of interferon and other biological molecules was laid by Dr Gerard Vaughan, Minister for Health, last week.

Speaking at the ceremony at G. D. Searle's plant in High Wycombe, Buckinghamshire, he said he "could not remember an occasion when he had felt a greater sense of hope for the future".

Welcoming Dr Vaughan, Dr A. J. Hale, head of European pre-clinical research and development, said the ceremony marked a number of events of significance. These included the decision taken a few years ago to extend the molecular biological research into the area of recombinant DNA research, and the publication of research by Searle's staff showing that it is possible to make viral antigens for vaccine production, using such methods.

The plant is the first in the world designed to make such "parabiotics". ■

Briefly

■ **Boots Co Ltd** are to build a £1m store in Newport, Isle of Wight. Work has started and the contract has been awarded to Bovis Construction. Completion is due by March, 1981.

■ **Dixor Strand Ltd** have reported much heavier mid-year losses than for the same period last year. For the period to March 31 1980 the deficit was £297,000 (£7,000).

■ **William Ransom and Son Ltd:** Despite a mid-way forecast that full year pre-profits may show some fall, William Ransom and Son returned a slight increase for the year ending March 31, to £0.72m (£0.69m). Turnover increased to £2.61m (£2.55m).

■ **Squibb Corporation** report sales in the second quarter of 1980 rose to a record \$400.1m, up 15 per cent, but net income fell by 16 per cent to \$24m. Sales of the health care products performed well as did the Charles of the Ritz subsidiary, but increased costs and lower royalty income affected profits.

■ **Warner-Lambert (UK) Ltd:** The following offices at the Pontypool site will be closed on Monday August 25 and Tuesday August 26: Parke-Davis medical marketing; Warner P-D pharmacy marketing; Wm. R. Warner medical marketing; veterinary/animal health; Deseret hospital supplies; medical division; Parke-Davis manufacturing operations. Carfin distribution depot, Motherwell, will be

US health care group take over Radiol

Radiol Chemicals have been taken over by the Rorer Group—US manufacturers of health care products. They will operate as a subsidiary of Rorer International Corporation, Rorer's overseas pharmaceutical division, but the UK management is to remain.

Rorer's major product in the UK is Maalox, which is currently marketed by Pharmax. This will be returned to Rorer, with other products, in 1981.

Radiol's major product line is Radian B. They also market prescription pharmaceuticals under the Wade label.

In May of this year Rorer began construction of a plant in the Republic of Ireland that will act as an export base for pharmaceuticals to various parts of the world. The company already has major manufacturing facilities in Germany and Italy. ■

Withdraw 'liability' proposals say CEFIC

"The European chemical industry supports the European Parliament's request for the withdrawal of the proposed directive on product liability and an in-depth re-examination of all its aspects in the light of the most recent experience and precedents in this field."

This is the conclusion reached by CEFIC, the European chemical industry federation of which the UK Chemical Industries Association is a member, in a position paper sent to the EEC authorities at the end of July.

The paper states that the introduction of an entirely new system with respect to liability requires that account should be taken both of the needs of consumer protection and of the legitimate interests of the industry. It would be illusory, the paper continues, to want to achieve really effective consumer protection if this were to have the effect of jeopardising the viability of companies with a high level of technology and employment.

More particular concerns of CEFIC are related to:

■ the inclusion of "development risks",

—risks that are undetectable and unforeseeable at the time the product is being put into circulation;

■ the definition of the term "producer". Chemicals often lose their identity after processing. Therefore, CEFIC argues that producers of raw material or components which can no longer be identified in the finished article should not be considered as producers;

■ the limits of the "producer's liability". Considerable confusion exists on this point especially as regards the means of defence to which producers should be entitled. In order to avoid distortion of competition due to fragmentation of the means of defence and contradictory case-law interpretations, CEFIC requests explicit amplification of the various means of defence open to producers.

For real harmonisation to be achieved, says CEFIC, it is essential that the Directive provides the national authorities with sufficiently clear, precise and complete rulings to avoid differences in interpretation and application. The Court of Justice will therefore have an important part to play in its role as protector of Community Law. ■

S&N to dispose of cosmetics

Inadequate returns on investment have prompted Smith & Nephew to dispose of their cosmetics interests—Miners, Mary Quant and Outdoor Girl—which account for some 9 per cent of the UK market. Nivea and Atrix are to be retained.

As *C&D* went to Press a spokesman for the company told us that they believed the capital and management investment could be better utilised. S&N say they are not desperate to sell the interests, but expect the deal to be concluded in a few months. The potential purchasers have not yet been revealed.

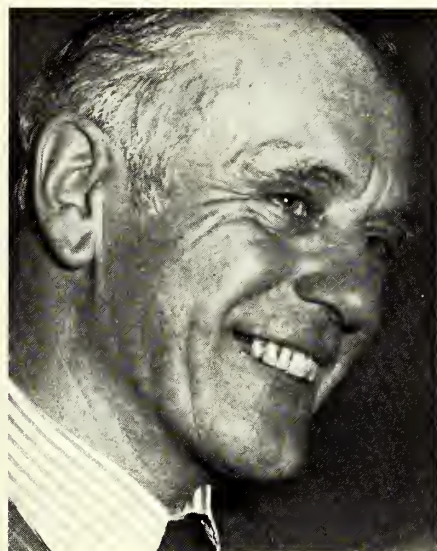
The announcement accompanies half year results which show only a 5 per cent increase in pre-tax profits, to £10.55 million. Turnover rose 20 per cent to 106.73m. Interest charges rose dramatically to £3.53m (£1.38m). ■

open on these two days, but will close on Monday and Tuesday, September 22/23.

■ **Dyke & Dryden Ltd** have moved their head office to 93 West Green Road, Tottenham, London N15. Telephone: 800 2688 and 802 5055. Wholesale department is at Unit 1, 10 St Loys Road, Tottenham, London N17.

■ **Polaroid Corporation** have announced 1980 worldwide second quarter net earnings of \$15.1m (\$13.3m). Sales were \$317.2m (\$321.8m).

APPOINTMENTS



Mr Jim Hegarty

■ **Pharmaceutical Distributors Federation:** Mr Jim Hegarty, MPSI, has been appointed president. Mr Hegarty has been associated with pharmaceutical wholesaling for many years and, more recently, has made a "major contribution to the affairs of the Federation within the industry." He will, in future, preside over and arrange for the administration of Federation activities.

■ **Cow & Gate Ltd:** Mr Dale Lawrence has been appointed public relations manager.

■ **BDH Pharmaceuticals Ltd:** Mr Peter Marchuk is appointed field sales manager (nutritional products) and Mr Roy Barker, field sales manager (pharmaceutical products).

■ **Plough (UK) Ltd** Mr Neill Bell is appointed marketing director. He started his career with Plough in South Africa nearly eight years ago. After moving to this country in 1976, he took over as advertising and merchandising manager for Europe before moving on to the marketing side as marketing manager, responsible for suntan products and proprietary medicines.

MARKET NEWS

Menthol firmer

London, August 19: The holidays continued to influence all sections of the market during the past week. There was, however, renewed interest in both menthol and peppermint (*arvensis*) oil which had the effect of pushing up their prices for forward delivery.

While both products from Brazilian shippers have shown a firmer tendency during the past few weeks, Chinese materials were not affected until last week. Chinese menthol for shipment rose by 10p kg and the oil by 5p. Spot rates were unchanged reflecting the desire of holders to generate sales.

Other movements in oils were restricted to the forward positions. Anise, bois de rose, cinnamon leaf, nutmeg, citronella (Ceylon) and palmarosa were lower; cassia and spearmint were up.

Among botanicals fob offers of Grenada nutmeg were withdrawn for a time because of the hurricane in the Caribbean but it is understood the island escaped serious damage. Liquorice root remains in very short supply.

Pharmaceutical chemicals

Acetone: £405 metric ton for 30-drum lots.
Alolin: micro-crystalline £28.65 kg in 50-kg lots.
Ammonium bicarbonate: BPC £223.59 metric ton, ex-works, in 50-kg bags.
Ammonium tartrate: Commercial £2.95 kg in 50-kg lots.
Bromides: Ammonium, potassium, sodium, per metric ton in 50-kg lots £970; 250-kg lots £920; 1,000-kg £890.
Brucine sulphate: £45 kg.
Calcium ascorbate: £7.28 kg in 5-kg pack.
Calcium carbonate: Light precipitated BP £260
Calcium chloride: BP anhydrous 96/89% £1.15 kg in 50-kg lots of powder; granular £1.15 hexahydrate crystals BP 1968 £0.87.
Calcium gluconate: £1,960 per metric ton.
Calcium lactate: 100-kg lots £1.37 kg.
Calcium pantothenate: £7.54 kg in 25-kg lots.
Carbon tetrachloride: BP 5-ton lots in 290-kg drums. £305 per metric ton.
Chloral hydrate: 50-kg lots £2.20 kg.
Chloramphenicol: BP73 £24 kg in 500-kg lots
Chloroform: BP £490 to £520 per metric ton according to drum size; 2-litre bottles £2.90 each; 10x500-ml bottles £1.25 each.
Dexpanthenol: (Per kg) £11 in 5-kg lots.
Dextromethorphan: £154 in 5-kg lots.
Ether: Anaesthetic: BP 2-litre bottle £4.05-£4.25 each as to maker; one-metric ton lots in drums from £1.97 in 10-kg drums to £1.85 kg in 130-kg. Solvent, BP in 130-kg drums £1.34 kg.
Ergotamine tartrate: £4.25 g in 50-g lots.
Ergometrine maleate: £6.35g in 50-g lots.
Ferrous carbonate: BPC 1959 saccharated £1.50 kg in minimum 700-kg lots.
Ferric citrate: £5 kg in minimum 250-kg lots.
Ferrous fumarate: BP £1.60 kg in 750-kg lots minimum.
Ferric ammonium citrate: Brown BP £1.70 kg in 600-kg lots minimum.
Ferrous gluconate: £2,375 per metric ton.
Ferrous succinate: BP £6 kg in 200-kg lots.
Ferrous sulphate: BP/EP small crystals £0.80 kg dried £0.80 minimum 1,250-kg lots.
Glucose: (Per metric ton in 10-ton lots)—mono-hydrate £260; anhydrous £550; liquid 43° Baumé £279 (5-drum lots); naked 18-tons £217.
Isoprenaline: Hydrochloride £70 kg; sulphate £55.
Kaolin: BP natural £173.40 per 1,000 kg; light £180.90 ex-works in minimum 10-ton lots.
Lactic acid: BP 88/90% £175 kg in 70-kg drum.
Lobeline: Hydrochloride BPC and sulphate £1.60 per g for 100-g lots.

Lignocaine: (25-g) base £11.74 kg; hydrochloride £11.82.
Oxalic acid: Recrystallised £1.39 kg for 50-kg lots.
Petroleum jelly: BP soft white £466.21 metric ton delivered UK; yellow BP £448.556 in 170-kg.
Talc: BPC sterilised £646 metric ton in 50-kg; £388 for 1,000-kg lots.
Tartaric acid: £1,795 per metric ton.
Tetracycline: Hydrochloride £16.50 kg; oxytetracycline £16.50 in 250-500-kg lots.
Theobromine: Alkaloid no offers.
Theophylline: Anhydrous and hydrous £5.53 kg in 100-kg lots;—ethylene diamine £5.93 kg.

Crude drugs

Camphor: Natural powder £9.65 kg spot; £7.85 kg cif. Synthetic 96% £1.25 spot; £1.21, cif.
Cardamoms: Alleppy green No. 2 £5.25 kg, cif.
Liquorice root: Root, no spot; £595 metric ton cif. Block juice £1,400 metric ton spot; Spray-dried £1,550.
Menthol: (kg) Brazilian £4.75 spot; £4.80, cif. Chinese £4.65 spot; £4.35, cif.
Nutmeg: (per metric ton fob) Grenada 80s \$3,000 sound unassorted \$2,650 110's \$2,750, bwb defectives \$1,650.
Pepper: (metric ton) Sarawak black £850 spot, \$1,525, cif; white, £1,200 spot; \$2,150, cif.
Quillaia: Spot £950 metric ton; £920, cif.
Seeds: (metric ton, cif). Anise: China £850 for shipment. Celery: Indian £360. Coriander: Moroccan £180. Cumin: Indian £675. Fennel: Indian £425. Fenugreek: Moroccan £275; Indian £275.

Essential oils

Anise: (kg) Spot £12.75; shipment £12.25, cif.
Bois de rose: £7.45 kg spot and cif, distilled £185.
Cassia: Chinese £52.50 kg spot; £51.50, cif. Chinese £3.45 spot; £3.60 cif; Java £3.35 spot, £3.16 cif.
Cinnamon: Ceylon leaf £2.35 kg spot; £2.28, cif, bark: English-distilled, £155.
Citronella: Ceylon £3.50 kg spot; £3.15, cif.
Clove: Indonesian leaf £1.55 kg spot; shipment £1.40, cif. English distilled bud £44.
Nutmeg: East Indian £8.50 kg spot; £7.75, cif. English distilled £16.
Palmarosa: £12.50 kg spot; £11.75, cif.
Peppermint: (kg) Arvensis—Brazilian £4.20 spot; £4.30, cif. Chinese £2.90 spot, £2.80, cif.
Piperata American Far West £13.50 spot.
Rosemary: Moroccan £6.80 kg spot; Spanish £9.50.
Sassafras: Brazilian £2 kg spot; £1.75, cif.
Spearmint: Chinese £7.50 spot; £7.10, cif. American £13 spot.
Thyme: Red £45-50% £19 kg spot; nominal.
Vetivert: Java £12.50 kg spot; £11.50, cif.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press.

COMING EVENTS

Society for Drug Research symposium, Chelsea College, Manresa Road, London SW3, on September 16. "Chemical properties and drug action". Inquiries to Mrs J. Young, secretariat, Society for Drug Research, Institute of Biology, 41 Queen's Gate, London SW7 5HU.

Institute of Management Services, Chemical Group seminar, Falcon Hotel, Stratford-on-Avon, on October 2. The theme is "Motivation through participation". Further details from membership services department, Institute of Management Services, 1 Cecil Court, London Road, Enfield, Middlesex.

Planning and Manning an Exhibition Stand workshop, Metropole Hotel, National Exhibition Centre, Birmingham, on October 2. Applications (£103.50) to Structured Training Ltd, Concorde House, 24 Warwick New Road, Royal Leamington Spa CV32 5JH.

Centre for Professional Advancement courses for the pharmaceutical industry, Crest Hotel, Amsterdam. "Analysis of biomedical studies" from September 22-24, "Carcinogenicity—mutagenicity" from September 22-25, "Development of clinical protocols, investigational and new drugs applications" from September 29-October 3, "Good manufacturing practices" from September 29-October 1, "Effective project management" from October 13-15 and November 19-21. Further information from Mrs Jenny Römer, Centre for Professional Advancement, Postbus 19865, NL1000GW Amsterdam, Netherlands.

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Payment for share capital, including a requirement in most cases for any non-cash asset given as payment to be valued by an expert.

Maintenance of capital, regulating, for example, surrender and forfeiture of shares and charges by a company on its shares.

Restrictions on the distribution of profits and assets, for public and other companies.

Duty of directors to consider the interests of employees as well as those of the shareholders.

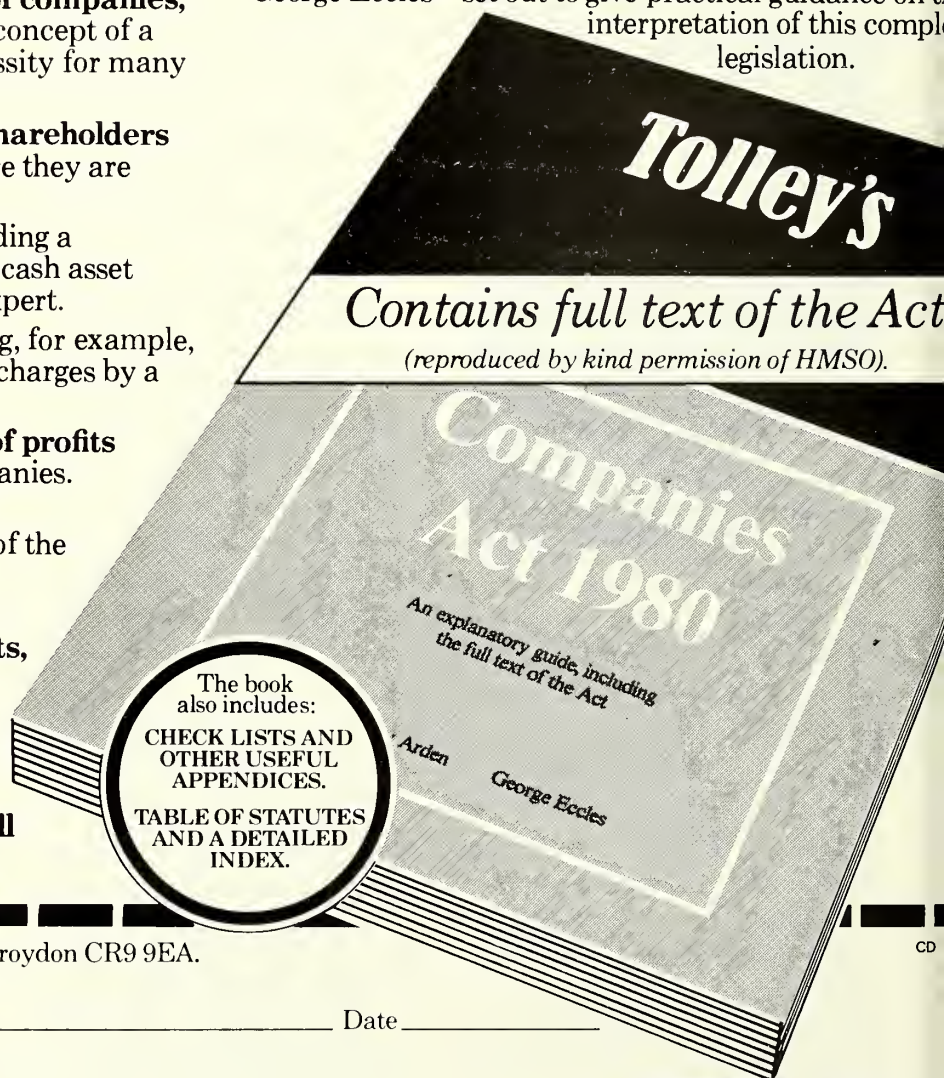
New restrictions on loans to directors and on directors' contracts, plus more stringent disclosure requirements.

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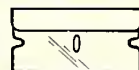
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